N H State Library (22)

# PRINTERS' INK.

GEO.	P.	ROWELL	& Co.,	Publishers,	10	SPRUCE ST., NEW YORK	
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VOL. XX. NEW YORK, AUGUST 4

रिरिष्ट KEYSTONE

ADVERTISING SUCCESS ThiE Pilladelella

RECORD

AVERAGE CIRCULATION IN 86

DAILY 170.4.02 SUKDAY 124-284

FOR RATES ADDRESS THE RECORD PUBLISH PHILADELPHIA



Ponder well Before placing all your advertising money in daily papers and magazines if you desire the

country dollar. The country weekly does not control those who dwell in cities, but its influence over the country people is inestimable and shared by no other publications.

To reach the country people the local country weekly must be used. To throw away money and think they are being reached, use other mediums.

It is the indubitable right of every American citizen to throw away his money in advertising if he so elects. Large numbers do so.

One million country families reached weekly by the 1,000 local papers of the Atlantic Coast Lists. One order, one electro does the business. Catalogue for the asking.

ATLANTIC COAST LISTS, 134 Leonard Street, New York.

## PRINTERS' INK.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XX.

NEW YORK, August 4, 1897.

No. 5.

## COOK'S TOURS.

HOW THEY ARE ADVERTISED-DAILY PAPERS AND MAGAZINES - TRADE, HUMOROUS, MEDICAL AND RELIG-IOUS JOURNALS - PROGRAMMES -BILL-BOARDS IN ENGLAND-FACTS AND FIGURES.

On July 22, 1891, at the Hotel of Thos. Cook & Son, the well-known all parts of the country than any other

conductors of travel, tendered a memorable banquet, commemorative of the fiftieth year of the conduct of the business. According to the London Times' accountan elaborate one-"such a gathering . seldom assembled

There were princes, peers and excellencies, . soldiers, sailors,

members of Parliament, everybody." In the last six years the firm has kept up to its promise of development, and one might hunt far

and wide over earth's surface before town papers we find exceedingly usefavorably known.

of that line, an interview with Mr. from the best American dailies. Broadway, is one of more than common interest. Mr. Eade was pleased cisco, and north to St. Paul." to speak very fully and freely with PRINTERS' INK's representative.

"Mr. Eade, for advertising pur- licity possible, your policy is liberal,

poses, what would you consider the best single medium?"

"So far as America is concerned, and the same experience will apply in a great measure to the whole of the world, the best advertising medium I have ever found has been the most ex-I have pensive daily newspaper. found by experience that an advertise-Metropole, in London, Mr. John M. ment placed in one of the prominent Cook, the venerable head of the firm daily papers will accomplish more in ment placed in one of the prominent

> kind of advertising I have had any acquaintance with, and I may add that at different times we have tried almost every paper in America.

"You appeal mostly, then, to people living in the larger cities?"

"Decidedly." "Don't you sometimes try to reach a special district?"

" I am speaking now of general advertising. Of course, at times, when we want to localize a thing we necessarily have to go into the local districts. Out-of-

one found another so generally and ful, and spend every year a good many thousands of dollars in advertising in As they were pioneers in a new line them, but on the whole we consider that and are by all odds the representatives our best returns have been obtained George Eade, the American manager mean by that to include the principal of the company, at his offices, at 261 cities, going as far south as Kansas City and New Orleans, west to San Fran-

> "I gather from the foregoing that striving for the utmost amount of pub-



GEORGE EADE.

doubt, you'd rather expend a little too as we have been able to trace they did

much than a little too little?"

"My idea of advertising generally ular business as the high-class dailies. is that you have got to have your name constantly before the public, so that when a man has enough money to travel, he will involuntarily think of Cook. The large position that our business occupies in the world has given us, more than any other concern in existence, a large amount of gratuitous advertising, and I particularly remember an instance where, having spent three or four wearisome days working out a contract in the West for Thos. Cook & Son, I boarded a train for the South, thankful that I had at last got rid of it. The newsboy coming through the train I purchased several magazines, and the first article I read started off with 'Cook's Tours.' Now, waiving my personal feelings in the matter at not being able to get away from 'shop,' it made me feel that Cook's was an institution so universally known that it insisted upon recognition everywhere."

"Do you do much with the maga-

"Next to the daily papers we consider them the most valuable mediums, and at times our advertisements appear in all of them. Of course, our business is a peculiar one, and we very seldom put an advertisement in any cheap periodical or paper, for the reason that we consider the readers of those publications have not sufficient money to undertake our tours, although they may very much desire to do sc. At the present moment we are advertising excursions to Niagara Falls, and for that purpose we use all the New York dailies. Of course, in considering all these matters, we have to keep in our minds the purchasing power of the people we are appealing to, and many newspapers which have the largest circulation we do not consider useful for our purpose, for the reason that, in our judgment, the purchasing power of the readers is not sufficient for our purpose."

"Do trade journals appeal to you

strongly?"

"Trade and professional journals we seldom use, except for special matters, as in the case of the Medical Congress to Moscow."

"How about the humorous week-

lies?"

and that whenever you may be in of the humorous weeklies, but so far not bring as good results to our partic-

"I would focus the matter from my personal standpoint in this way: I travel a great deal, and wherever I am in any part of the world my first desire in the morning is to obtain the best daily newspaper that I can get hold of, and naturally the result is that if there is an advertisement in that paper I am likely to see it. Next to that I take the magazines, including the reviews. My experience with the average man of business is that he has to be in touch with what is going on in the world and must read the daily papers, consequently the advertiser who uses those columns has the first chance. The other may be considered supplementary work, in its way, and not quite what the daily is."
"The religious press, I don't doubt,

ought to be good mediums for you.' "At times we spend considerable money upon the religious papers in all parts of the country. These, however, we use chiefly in the promotion of tours applying particularly to ministers and religious people, that is, the

Holy Land and Egypt.'

"The medical press and special publications generally?'

"Of course on special occasions we leave, so to speak, 'the beaten track' for special mediums, as we have recently done in connection with the Medical Congress to Moscow, and for that particular tour we have used quite some of the medical publications. We are always on the qui vive for such functions."

"Have you tried such ephemeral

things as programmes?"

"Theater programmes we have tried, but have not been able to trace that they did us any good."

"Any other publications?"

"So far as special church advertising is concerned, we do from time to time take space in various announcements in connection with these entertainments, but we always do so under the impression that it is more an act of charity than business. As regards college publications, the same remark will apply to these also."

"Have you ever tried the bill-boards, or as they are known in Eng-

land, the hoardings?"

"In England we use them exten-"We have at times tried the columns sively and systematically. In America we have never employed them as yet, of advertising, and do not think it that in time they will become so."

"Have you ever tried the cars?"

advertising we have tried to the extent announcements, hence large display of several thousands of dollars, but advertising in very many cases we came to the conclusion that for our consider quite unnecessary. business it did not pay us. Of course if we were selling somebody's baking powder, blacking or tomato sauce, it would be a different matter, but in our business it is necessary to adver- factory results from it. We have tise something besides the words even gone so far as to send people 'Cook's Tours. argument. In our trials of this par- know where they got their informaticular advertising we have made it tion from, but in most cases we have specific; that is, we have given prom- never received any reply, and we are inence to some particular excursion, not making any further efforts in this and special care has been taken in the direction for the reason that experi-

I do not believe them nearly as effective would pay in our business. In framing here as there, but I am of the opinion our advertising we always work under the impression that it is only necessary to give information, as our old clients "Street car and elevated railway are constantly on the lookout for our

"Do you 'key'?"

"So far as 'keying' advertisements goes, we have tried that sort of thing. but have never been able to get satis-We must have an postal cards and asked them to let us

> ence has taught us that the average man will not take the trouble to give you the infor-

mation you want."

"Mr. Eade, in this connection would you mind giving the results of your observations on Americans as travelers?"

"So far as the relative traveling power of this country is concerned, judging by our experience, the greater part of the business comes from east of a line drawn from St. Paul to St. Louis and New Orleans. From the far West, San Francisco and Los Angeles, we get a fair amount of business, but the intervening country supplies comparatively few travelers, par-

son that they have not yet arrived at that happy condition where they can afford to leave home and have sufficient money to enjoy themselves, consequently, for us to spend money in that section advertising tours would be, in our judgment, time every possible kind, from a small simply throwing it away. Of all nareading notice to a large display ad. tions in the world, Americans are un-For magazine purposes, as the result doubtedly to-day the greatest travelers, of our experience, one-fourth of a page This is explained by a number of is ample for our business, and even reasons: 1st. What I may call 'tombless will often be effective. So far as stones and old associations.' Almost display is concerned, taking, for in- every man and woman in this country stance, the excursion column of a daily has got some old graveyard or associanewspaper, I consider that a display tion in the old country that he wants is quite unnecessary, for the reason to go and see, consequently his move-that the display is obtained from the ments abroad are determined by these column in which the advertisement is oldfamily associations. 2d. The Amerplaced. So far as the extended read- ican climate undoubtedly has a great ing notices in the magazines are con- deal to do with the movements of our cerned, we have never tried this form population, and on account of this the

## TRAVELERS' GUIDE-SHIPPING.

## ESTABLISHED 1841 COOK'S TOURS TO EUROPE.

All Traveling Expenses Included. NEXT DEPARTURES:

\*\*\* Umbria\*\* June 28. 85 days. 770

"City of Rome" July 3. 80 days. 270

"City of Rome" July 3. 80 days. 220

"Liteania July 3. 67 days. 450

"Veendam" July 3. 67 days. 450

"Veendam" July 7. 34 days. 250

"Germanic" July 7. 34 days. 250

"Germanic" July 7. 75 days. 400

"Westernland" July 7. 75 days. 400

"Westernland" July 7. 17 days. 400

"Limited Parties for Six Months' Tour leave San

Francisco Oct. 9 and Vancouver Oct 21. Everything first-class.

Illustrated programmes, berths, and information.

"THOS. COOK & SON,

261 and 1,225 Broadway, New York

office to as far as possible keep track ticularly, in our judgment, for the reaof any results that were obtained, but the outcome was not satisfactory."

"Mr. Eade, will you tell me about

"So far as the style of advertising is concerned, we use from time to tide of travel is bound not only to con- interest to you. It is an illustration of tinue, but to increase. People of the value of advertising. We have remeans will always get the greatest cently put in, as you observed, a large comfort they can out of their posses-sions, and this can undoubtedly be best obtained by crossing the Atlantic during the summer months. 3d. Another reason, and a very potent one, of course, is the fact that the people of this country have a larger spending power than any other, and I have no doubt that Americans will travel more and more, not only for the purpose of avoiding the summer heat of our climate, but also in a more extensive way, as around the world, for instance, and to China, Japan, etc.

"Your sole business, Mr. Eade, is getting up and conducting traveling parties, and what grows out of that, is it not?"

"Oh, no. Another large and very rapidly growing feature of our business is that of foreign banking. facilities for this are undoubtedly better than that of any other concern in the world, for the reason that wherever the traveler can find his way we have an office and some money."

"Do you get up your booklets, your circulars and other printed matter on

this side?"

"Comparatively little of it. Mainly, indeed, only that part which might be designated as local."

"Do you employ similar methods of advertising in England to those you

use here?

"So far as advertising in other parts of the world is concerned, while the general remarks with regard to the first-class daily newspapers will apply with almost equal force, we have found that as an excellent supplementary medium the illuminated poster is very valuable, and of these we issue, particularly in the countries outside of America, very large numbers, and we have gone as high as four or five millions a year."

"Are you projecting any changes in

your advertising policy?"

"None that I think of at the moment. However, one can never tell. With regard to advertising generally, I can only say that it has all my life been a puzzle to me, and it is almost as great a puzzle to-day as it ever was. If the public would only let us know where they got their information from, what a boon it would be."

" I see you have made some changes in the front of your office?"
"Yes, and thereby hangs a tale of

window. I had some difficulty in impressing upon my assistants the importance of that. Nevertheless, as the result of the special notices when we put in that window, we have gained considerable new business."

"Now, Mr. Eade, would you mind telling about how much your advertis-

ing outlay is?"

"Owing to the peculiar nature of our business it is very difficult to say how much we spend for advertising in any one country, as the accounts are so intermingled, but \$40,000 or \$50,000 in the United States will be about cor-This figure, of course, represents only a very small portion of the amount we actually spend."

J. W. SCHWARTZ.

## YOU MIGHT.

You might write an ad that would never be noticed in a newspaper.

You might write an ad that would be noticed but never read.

You might write an ad that would be no-

ticed and read but never heeded. You might write an ad that would be no-ticed and read and heeded, which would not sell goods for you.

You might write an ad that would attract the eye, command a reading, induce people to come to your store, and be so pleasingly de-scriptive of the goods you have to sell that the sale is made without a word from the salesman.

You cannot write an ad which will sell goods which does not possess all the qualifi-cations referred to—it must catch the eye, command a reading, and convince the reader.

It ought to be possible for any man who is a good salesman to write an ad that will attract the eye, convince the mind, and practi-cally make the sale.

The main idea of an ad is to sell goods.—

Mercantile Journal.

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



THE AMERICAN KITCHEN MAGAZINE."

## THE CIRCULATION

OF

# The Sun

in New York
is double that of the *Herald*, and
far above the combined
circulations of the *Herald*, the *Times* and the *Tribune*.

# The Sun's

## CIRCULATION

has now for several months been at the highest level it has enjoyed in 15 years, or since the period in which it was the only 2-cent newspaper printed in New York.

## SUBSTITUTION AND COMPETI-

Several Rockford druggists have been arrested at the instance of a St. Louis proprietary medicine house for filling prescriptions with a brand of "bromides" other than that specified by the prescribed. We are asked by one of the defendants whether "Peacock's Bromides" is a patented or trade-marked preparation, and if the prosecution "can make its case stick?"

We believe that the preparation named is neither patented nor trade-marked, but that is not the question. The question is: Did the defendant deliberately use in the prescription some other preparation than "Peacock's," when this particular brand was specified, and did he do this without the knowledge of the prescriber or buyer? If he did, the case is simply one of fraud and of fraudulent substitution, and is punishable as such regardless of other considerations. People are entitled to receive what they want, ask and pay for. To give them something else without their knowledge, even though it be "better" or "just as good," is to deceive and to cheat and to invite the penalty for an elementary form of simple fraud. We can not believe that the Rockford druggists did this. At the worst they must have overlooked the brand specified, or, being out of it, must have asked the prescriber's permission to substitute something else, or, having a similar preparation of their own of equal merit, must have taken their chances on having the substitution sanctioned These would be by the prescriber. mitigating circumstances, but not a defense in law unless the consent of the prescriber could be satisfactorily prov-en. The ethics of medicine or of pharmacy have nothing to do with a case of fraudulent substitution. The professional status of patents, copyrights or trade-marks in medicine is equally foreign to the question.

The same is true of the crime of counterfeiting. To counterfeit a good thing is contemptible enough, but to counterfeit a bad thing is much worse. Some men seem to think that because some proprietary medicines are frauds, all proprietary medicines are proper subjects of counterfeiting or of fraudulent substitution. The Chicago gang of patent medicine counterfeiters were as guilty of crime as though they had counterfeited the nation's money. The injured proprietors are to be congratulated on having run the counterfeiters to cover and broken up their scheme of public deception and plunder.

While the Western Druggist has advocated unrelenting opposition by druggists to the attempted tyranny over their business of proprietary secret remedies, and, while it has warned retail druggists against the grave evils associated with these remedies, it has ever specifically denounced any resort to measures not sanctioned by the law of honorable business. We believe that every druggist should cultivate a demand for preparations of his own manufacture, but that these should be sold openly on their own merits with the consent of the purchaser or the prescriber, but never in simulative packages or without such consent. The druggist's policy with reference to such proprietaries as he believes he can equal or improve upon should, in other words, be one of open competition, but never of covert substitution .-- Western Druggist, Chicago, for July.

## "THE LEADING STORE."

The LEADING STORE."

There is one form of very bad advertising that is very common in many of the small and medium-sized towns throughout the length and breadth of the land. It is usually indulged in by second or third-rate merchants with a view to swindling the public into the idea that they are the leading concerns of their respective communities. Not satisfied with making the statement occasionally through the medium of their adversionally thr sionally through the medium of their advertising space in the newspapers, many of them use it as a permanent set up, thus:

## JOHN JONES & CO.,

## LEADING DRY GOODS STORE.

Every advertisement bears the above heading. Every person who reads these ads knows that the statement is untrue; worse than that, the merchant himself knows it to be false, but steadily persists in it under the impression that in some way or other he is emphasizing to the public some particular strength or merit of his business which they would otherwise he mable to discrete Comwould otherwise be unable to discern. parisons are sometimes humorous as well as odious, and it must strike the intelligent obodious, and it must strike the intelligent observer as being grotesquely inappropriate for a store with a twenty-foot front claiming leadership over its big neighbor, with perhaps six times the selling space and four times the annual turn-over.

No merchant can be strictly honest in his advertising who begins or ends an ad with a statement which he knows to be utterly false.—Dry Goods Economist.

<sup>&</sup>quot;McGibbs is a contemptible creature."
In what particular way?" "Well, he is the kind of man who would send another man a Sunday newspaper without marking the article he wants him to read."—Chicago Times-Hevald.

# ADVERTISING THAT PRODUCES RESULTS

Bedford Steam Carpet Cleaning Works, 712 to 724 Bedford Avenue, BROOKLYN, N. Y.

New York Office, 57 East 21st Street.

July 10, 1897.

To the publisher of The New York Times:

You may be interested in knowing that we have secured excellent results from our advertisement which has appeared for some time in the Classified Business Directory of The New York Times. This feature of your Sunday edition is a very good one. A number of our patrons inform us that they consult this list of trades frequently.

We are glad to present this testimony to the resultproducing qualities of the advertising columns of The New York Times, a newspaper whose character and enterprise commend themselves to all right thinking citizens.

Very truly yours,

JAMES T. BLACK & CO.

## The New York Times

" All the news that's fit to print."

## HIDDEN FORCES IN ADVER-TISING.

I once went with a friend to hear Paderewski. My friend is an accomplished player himself, but he was more than enthusiastic regarding the genius of the great pianist. "Whenever I hear him," he said, "I feel how insignificant is my own talent. He uses the same kind of instrument that I do, and thumps it, apparently, in my own manner, but extracts from it a depth and beauty of melody that I can never hope to approach. There are hidden forces in piano playing, as in everything else in life, and it is these that a master hand sets in motion."

In advertising, how often do we see this identical contrast. An advertiser makes a success of certain methods. Others note the kind of announcement he uses, the class of papers, and, believing that he has betrayed the secrets of his success, try to follow in his footsteps. Similar announcements, perhaps prepared for the newcomer by the same adwriter, are used; these are inserted in the same mediums; apparently everything is closely followed. The result is usually

failure. Why?

The reason lies in the fact that only the externals-only the mannerismsof the successful pioneer have been imitated. The spirit that directed and molded his effort is lacking, simply because it was peculiar to him. We have had examples of this in liter-The late George Augustus Sala imitated the style and mannerisms of Dickens with marvelous skill; yet the result was Dickens with Dickens left out. The spirit and the individuality of the great novelist is lacking in his disciple. We remember nothing that Sala wrote, while Micawber, Copperfield, Betsey Trotwood, Sairey Gamp, Pecksniff and a host of others are to us living and breathing It is easy to imitate the mannerisms of a great writer, but the personal note that permeates his work can not be imitated, for it is part of himself. It is this individual flavor that makes great works and sets them apart on a pedestal by themselves.

The new advertiser can easily follow the methods of those who have preceded him in externals, but the individual note will be lacking. The reason for the success of the advertiser who is imitated did not lie in the

fact that he used a certain kind of type, although apparently he always used that style; it did not come because he invariably took a certain amount of space in certain publica-tions. It lay in the fact that he so combined and merged his methods as to make a definite impression. due largely to a certain native genius for influencing his fellows; and even though many of his ideas and methods would have been crude and bad in other men's hands, in his they were individual, and stood out with startling distinctness and strength. With a sort of unerring instinct he set into motion the hidden forces, and human nature responded grandly, just as the piano responds to Paderewski's touch, while refusing to give out its diviner melodies under less skillful hands.

It seems almost ridiculous to insist at this late day that advertising is founded on human nature; yet the fact is often forgotten. The psychological forces that rule advertising are hidden forces, but they are the most potent of all to make or mar. The advertiser who understands his fellows, who keeps on studying them, and who knows by a certain instinct how they are influenced, is prepared for effective work. Such advertisers are born, not made. This ability may need cultivation and direction, but unless the germ is there, no amount of cultivation will result in fructification. The man who possesses such an instinctive knowledge of his kind will often use methods that every one else deems poor, and succeed; while others who lack it, press into service means universally lauded as of exceptional merit, and fail withal. The posses-sion of this great "hidden force" is always instinctive and can not be imparted. The man who is blessed with it knows he has a certain facility in influencing his kind, but otherwise the force is as much a mystery to him as to every one else.

"The hidden things are the Lord's," says the Book of Books. And, it may be added, they are often the special possession of the successful advertiser.—O. Herzberg, in Fame.

BEFORE THE BARGAIN SALE.

New Salesman—I understand that no purchaser is to have more than ten yards. But suppose a lady comes back after one purchase, shall I refuse to sell her any more?

Floor-walker—If you're tired of your position.—Puck. クロロクロクロ

## Into the Homes

IT GOES

The San Francisco

# CALL

California's Greatest Family Newspaper

PUBLISHED EVERY MORNING IN THE YEAR

Circulation Exceeds

50,000 Daily

For Sample Copies, Rates and any further information, address

D. M. FOLTZ, Eastern Manager, 34 Park Row, New York.

PARALANDA ALANDA PARALANDA

# THE PEOPLE WHO BUY

There are seventy million people in the United States. Five-sevenths of these—fifty million—live elsewhere than in great cities.

He who secures their trade can afford to let the others go.

You can reach some of them through other mediums. You can reach all of them only through their local weeklies.

The insertion of your advertisement in 1,500 of these, covering the Middle West, the very cream of them all, is as easy for you as advertising in a single paper and the cost is very reasonable.

## CHICAGO NEWSPAPER UNION,

10 SPRUCE STREET, NEW YORK. 93 SOUTH JEFFERSON ST., CHICAGO.

The papers of the Chicago Newspaper Union lists are the most thoroughly read papers in the country. More than half of them are the only publications in the communities where they are issued.

## STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising. BY CHAS. F. JONES.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care Printers! INK.

Window dressing is one very im- every day, something new and attract-portant part of store progress. It is a ive should be there to draw their eyes. living advertisement which shows the dressing will do, but even if your store should be located out of the usual travel of the public, this is only one reason why you should make your windows very attractive, in order that those who do pass will be drawn to the goods which you may display. The old idea of simply throwing a lot of goods on the floor of a window and letting that suffice is not the kind of window dressing that is to be recommended. Even the best goods will sometimes look poor unless they are displayed in an attractive manner. The time and money spent in making your windows attractive will come back to you in business.

Price tickets in a window always add to its attractiveness where the goods are sold at a medium price. Very fine goods when displayed in a window are usually better without a price ticket unless the store caters exclusively to very fine trade. The best name that a store can have is that of selling satisfactory goods, and the next best name is that of selling goods at a low price, quality considered. For this reason goods of a very fine quality displayed in a window with a price ticket are usually seen by so many persons who do not appreciate quality that too much of it is apt to give the store the name

of asking high prices. Change your window dressing very frequently. The more frequently the better. A window is just like a store's advertisement. People expect it to show variety. Seeing the same window over and over again does not make near so favorable an impression as seeing a new window every few days. You want to so dress your windows that every person who passes them will feel impelled to stop and look in. There are very few windows good enough for a person to care to look at them more than once, and therefore if you wish those who pass to look in

The skillful window dresser can exact goods that you have for sale. always improve the appearance of the The better the location of the store, of window by using something in addicourse, the better advertising window tion to the bare merchandise itself for attracting attention. A good idea well carried out will not only draw the eyes of a good many more people, but will make the merchandise itself appear Wax fixures and designs built nicer. of merchandise can all be used without lowering the dignity of the store, and, at the same time, add life and attractiveness to the display.

The difficulty of some stores is that many things are done at the wrong time. Even in the details of daily store life they do things out of the natural order in which they should be. Time is truly money to the storekeeper. See that your employees are on time in the morning. It may seem a very little thing to lose five or ten minutes a day, but if the store is rightly regulated those five or ten minutes can be devoted to a great deal of important Whatever duties your emwork. ployees may have to perform, whether it is in dusting or re-arranging the merchandise on the floor, there should be an exact time for it to be done. Learning the duty and benefit of promptness is one of the hard lessons which you will have to teach your people, but the more thoroughly you instill it in their minds, the better service they will give you. The habit of putting off until to-morrow what we should do to-day is a failing that everybody condemns, but sometimes those who condemn it the loudest are the very ones who are guilty. Do not simply say that there is a time in which to attend to a thing, but go and see that it is attended to at that time.

The stationery of a store should have careful attention. All those articles of stationery which go into the hands of the public, such as letter paper, envelopes, bill-heads, etc., etc., should be of a neat character and good quality.

People quite frequently judge the busi- account either to bluff you or to perness methods of a store by the station- suade you into going against your ery which it uses. If your stationery judgment. The bluff act is frequently looks shoddy and conveys the appearance that it was carelessly gotten up, the person who receives it is very likely to think that it comes from a shoddy and carelessly conducted store. Again, you can not afford to throw away money on your stationery. All those articles of stationery which do not go out of the store, but which are used by yourself and by your clerks, need not be of as fine a quality as you have for the stationery which goes to the customer. You can afford to economize in that which you use yourself better than you can in that which you present to the world.

The cash store is becoming more and more popular as the years go by, and we believe that the day will soon come when ninety-five per cent of the retail business will be done on a strictly cash basis. There are two troubles that the credit store has; both of these are largely due to carelessness or to good-heartedness. The losses in a credit business usually occur from these two things. The store proprietor or the credit man is either too careless to watch the details of the credit business as it ought to be watched, or he is so good-hearted that he allows his credit customers to impose upon him.

One trouble with the credit store is in opening credit accounts that ought never to be opened. Do not let sentiment influence you at all in opening an account with a customer, and do not let the spirit of speculation influence you in trusting persons about whom you have any doubt. If you have to or wish to do a credit business, you should do it carefully. Every person who applies for the privilege of having goods charged should be fully investigated. Do not let anything cause you to break this rule. Frequently, after your best investigation, you find you have made a mistake; but do not let the mistake occur through any fault of yourself. Act on your best judgment after learning all the facts possible. Do not believe that a man is good pay simply because some one person came to you and told you he was all right. People are not generally good judges of credit risks, and many of them who would be good judges are not possessed of the necessary facts. Do not allow

worked to perfection and to the sorrow of the merchant. The sympathy racket is quite frequently worked by a good many persons who are not able to get credit on any other basis. The man who is really good credit is neither going to try to bluff you or to get you to credit him through sympathy. is usually going to go about it in a straightforward, upright and willingto be-investigated manner.

The other trouble that credit stores have is that they do not collect their accounts promptly enough. No matter how good you may esteem a customer, it does not always pay to allow the account to run along for a long time without interference, If you are going to do a credit business have a reasonable time at which you expect payment and insist upon the payment being made at that time. Do not let your customer get into the habit of thinking that you are so good that it does not make any difference whether they pay you this month or next year. In the first place if you are going to do an up-to-date business, and unless you have an enormous capital, you can not afford to allow your accounts to run too long. Then again an old account is usually much harder to collect and always much harder to adjust if through any reason the customer supposes there has been an error in it. Quick collections make long friends.

Different stores have different methods of getting rid of old stock. The best way is to reduce the price and give the customers the benefit of any saving that they may thus be able to make. Some stores have a plan of offering their employees a premium or a commission for any old goods which they may be able to work off at the regular price. Years ago this used to be one popular way of doing business, but stores are gradually learning better ways, and ways which are more honest to the public. If you have any old goods that you want to sell, do not pay your clerks to work them off on the unsuspecting people, but rather tell them so very frankly and make the price low enough so that even the wise ones will know what they are getting and the fact that they are getting them at a bargain. A great deal of dissatisthe person who wishes to open the faction may be caused amongst your

which your premium system has made stores do not get ahead of you. should be so conducted that a child or a blind person or any one totally igas good a bargain as the most expert buyer. There is no way in the world to train your clerks so that they do not take advantage of you in the premium what dissatisfaction they may afterwards cause, they are going to try to work off the premium goods upon any-body that they can. When your customer gets home some friend will probably tell her that she has purchased an out-of date article at an outthat she has been swindled, for she the clerk was paid a premium to work sleeves. was wrong.

The up-to-date store must watch its competitors, must know what success watch each other very closely and store to be as popular as it ought to be. watch their little competitors, too. The little stores often wonder why the help themselves by this constant inveshow near perfect they can be, and this works for the benefit of the public generally. One big store originates some new feature and offers some new find it out and are doing likewise. what they are doing. This will at you do not do anything of this kind.

customers on account of the goods, least keep you posted, so that the other your clerks misrepresent. Every store other stores, if they are up to date, will do the same thing with you, and while this may not give either of you norant of the value of merchandise a very great advantage over the other, can get just as good service and just it will help you both to get a long way ahead of others that do not investigate what is going on.

Personal appearances in a store system. When premiums are offered should be watched very carefully. Do it is their desire to make just as much not allow yourself or your employees extra money as they can; no matter to do anything in the store where your customers can see you that wouldn't be good form in your home when visitors were around. The store is your business home, and the more you can please your guests and the more you can make them feel at home, the better it is for you. Do not, however, think of-date price, and then she will feel you can make them feel at home by over familiarity or by treating them will remember how eager the clerk with disrespect. No matter what the was to have her take this particular store, if there are ladies amongst its article, and she will wonder why it customers, the men clerks should not If she should ever find out that be allowed to go around in their shirt Do not have your clerks this very stock off on her, she will chewing, sitting on the counters or donaturally be still further convinced ing anything else that the most fasthat you were attempting to do what tidious persons could take exceptions Do not set your clerks the example by doing these things yourself. They quite naturally feel if you treat your customers with disrespect that its competitors are making and what they can do likewise. There are a bargains they are offering. All the thousand little things you will have to big stores throughout the big cities watch in this way if you wish your

One very prevalent style of advertisbig stores succeed so well, and they ing which almost every store is brought will find that this is one of the reasons. in contact with, is the programmes of The big stores help each other and excursions, church fairs and the like. These are to a large extent absolutely tigation. They are each striving to see worthless. The small storekeeper in the small town can not afford to be other than liberal with the local churches if called upon to donate something once or twice a year to a charitable cause of goods, and the other stores very soon this kind, and it will often pay him to do so. Be just as liberal with one Thus all the big stores keep up a high church as another, no matter what standard that the little store does not your personal religious beliefs may attain unless it is equally well posted. be. In the larger city it is usually not The way the little store of to-day is to necessary for the store to do anything make a success in competition with big in this line. There are so many calls stores is to adopt the same bright ideas of this character that it is absolutely and the same enterprising efforts of impossible for any merchant to favor the bigger stores. Let some one from them all, and it therefore becomes a your store go around once or twice a good plan not to show favoritism, week among your competitors and see but to explain to each applicant that

EARLY AMERICAN ADVERTISING. liest papers of the colonial era the advertisements began with a two-line let-

No newspaper and no advertising existed in America until 1704, with the exception of a single number, immediately suppressed by the authorities of Massachusetts. In that year John Campbell, of Boston, began the Boston News-Letter, and with it American advertising. The only specimen of this new art of publicity in the first number is Mr. Campbell's own notice to the public that he has begun issuing a newspaper, and that advertisements will be "inserted at a reasonable rate, from twelve pence to five shillings, and not to exceed." This periodical lasted seventy-two years. The next journal began in 1719, and the third in The latter, the Courant, was the one founded by James Franklin and contributed to by Benjamin Frank-These earliest newspapers did not circulate more than three hundred copies, and there were few advertise-The following are taken from No. 80 of the Courant:

ADVERTISEMENTS.

THE best new Philadelphia Town-boulted Flower to be sold by Mr. William Clark in Merchant's Row, at Twenty-Eight Shillings per Hundred.

A SERVANT BOY'S Time for 4 years to be disposed of. He is about 16 years of age and can keep Accompts. Inquire at the Blue Bell in Union street and know fur-

her.

The earliest newspaper of Philadelphia was begun by Andrew Bradford in 1719, and the earliest in New York in 1725 by William Bradford. They were small sheets. The following is from No. 22 of the New York Journal, the earliest extant number:

ADVERTISEMENT.

THE plantation called Dobies plantation, containing about four hundred Acres, and is pleasantly situated on the South Branch of Raritan River, near to Thomas Hall's, is to be sold at Publick Vendue to the highest Bidder on Tuesday, the 17th day of May next, at the house of John Steyens in Perth Amboy. The title may be seen in the hands of James Alexander in New York.

hands of James Alexander in New York.

A T Amboy there is a Dwelling House
and a Bake house with a good Oven
and Utensils, fit for the baking of Bisket, to
be let on reasonable terms by John Stevens.

A HOUSE in the Town of Rye, with About Sixty or Seventy Acres of Upland and about 5 Acres of Meadow, Together with part of Manasion Island, formerly belonging to John Heward, and now to Mr. Moses Levy, in New York, is to be Sold, or any part thereof on Reasonable Terms. Any person that has a mind to purchase the same may apply to the said Moses Levy over against the Post Office in New York.

In this and in most of the other ear-

liest papers of the colonial era the advertisements began with a two-line letter, were set solid and had no large type, display type or cuts. They were also without advertising rules, by which one notice could be cut off from another.

In all, seventy-eight newspapers were published in the British American Colonies before the Revolution, but of these only thirty-nine were actually in existence when the struggle began. There is an estimate of the number of copies printed weekly in 1775 in North's Newspaper and Periodical Press, which gives them as 23,000. I regard this as too high, and would place them at no more than 18,000 or 19,000. After a careful examination of many of these journals it does not seem to me that the entire receipts from advertising can have been more than five dollars a number for each, which would have made the income from advertising for the entire press for a year about \$9,000.

The war gave a tremendous impulse to newspapers. Rivington, who published in New York the leading Tory paper of America, claimed that he had 2,600 circulation, and it is certain that there was in it much advertising. After the war ended journals began everywhere. Three hundred and sixty-two were counted in the United States in 1810, and their total circulation was given by Thomas as 24,577,400, being a little less than a thousand for each daily and a little less than five hundred for the others. The total receipts would probably have been about threequarters of a million of dollars for subscriptions, and the same for advertis-I see no reason to doubt that the equality of receipts from advertising and subscriptions that now obtains also existed then. There was no conspicuous newspaper, no advertising agent or professional solicitor, and there were not half a dozen editors who depended entirely for their income upon this calling. A printer established a newspaper, edited it among the other work that he did, and if he failed to make a success of it, worked as a printer for some one else. So thoroughly was the newspaper business identified with printing that Noah Webster, in 1795. editor of the leading administration organ in New York, was entitled "printer" in the Directory.

No extension of the advertising calling was possible either in New York, were rarely larger than two pages of upon liberty. Harper's Weekly, were worth \$3 a thoroughly worked out, sheets could rection administered to them. he obtained of twice their former size, the Sunday World or Herald would be prentice was too much for him. worth twelve cents at the mills, to

The Worcester Spy, conducted by that generally two clerks in the counting-

Boston or Philadelphia, until roads had indomitable friend of freedom, Isaiah been made better, canals introduced Thomas, had then been suspended for and paper improved in its manufacture. two years, as Thomas would not pay The small sheets made then, which the tax, which he regarded as a shackle

No resemblance to present condiream, weighing 20 pounds. Presses tions appears in the press in the first were entirely of wood until about half century after the conclusion of the 1816, and chiefly of wood until 1835. Revolutionary war. Muchadvertising Two skillful men could only print on was put in free. Marriages, deaths, both sides 1,200 copies in ten hours. the announcements of public meetings After the papers were printed they and the notices of other newspapers could be circulated no farther than a were always free. Expenses were post-rider could cover in a day, nor kept down. The publisher was his could any advertiser address a large own editor, collector of news and of public directly, as there was no express advertisements, and kept his own system to deliver his goods, and post- books. His men and boys boarded age was ruinously high. All these with him, as a rule, and his cash exthings began to be changed about the penses except for the purchase of mabeginning of the second quarter of the terials were therefore light. It was a century. Power presses were intro- patriarchal arrangement, and continued duced in 1826, composition rollers in in small cities till after my apprentice-1827, and improved paper-making was ship began in 1855. The boys were known between 1815 and 1825. After instructed and encouraged, and when the mechanical problems had been they behaved badly had physical corlast New York City employer that I and for their area were only a little know of who punished his boys was over half their former price. Were the late James Harper. Fletcher we now to pay the same for paper Harper attempted in one case to do so that was necessary in 1820, a copy of as late as 1830, but found that the ap-

In 1833 the conditions began to which must be added all the other ex- change. Up to that time no daily paensos.

Newspapers had difficulties in those if as many. Single numbers were not early days that we do not now have sold except as a favor, and newspapers to consider, and were obliged to must be subscribed for by the year. resort to many temporary expeThere were no newsboys, and in the
dients to bring out their issues. city all papers were delivered by
Hugh Gaine was obliged to establish a carriers. The largest authenticated paper mill in order to get a regular circulation of a New York weekly in supply of paper; Seymour, of New 1828 was that of the Christian Advo-York, made a large fortune for those cate, which published 8,000 copies, and days by allowing his printing office to the largest gross receipts of a daily be used as a depository for the same were less than \$40,000. This was the commodity, which could not be ob- Courier and Enquirer, of New York. tained in the latter part of the winter Its force consisted of three men to by publishers and printers unless they work on the hand-presses; an owner, had previously laid in a stock for six Col. James Watson Webb, who was the months, as there were very few mills chief editor; an assistant editor, James near to the city, and the Hudson River Gordon Bennett, whose duties were to was frozen up every winter. One read the exchanges, put heads upon the trouble met with in Massachusetts was paragraphs he extracted from other paa law imposing a tax upon newspapers pers, once a day to make a trip to the of two-thirds of a penny (Massachu-City Hall to see what official docusetts currency) upon each copy circu- ments might have been put forth, and lated, and a later law putting a tax occasionally to furnish a local note if upon advertisements. The latter was a fire had happened or a wreck was repassed in July, 1785, and was regarded ported among the shipping men. Seven as a great grievance. It proved very compositors, a foreman and a boy were unpopular, and was repealed in 1789, the printing force, and there were

mail, go after copy of advertisements, ly 24,000 and 30,000. thing in the business way. There was for newspapers in all these cities, with no advertising solicitor, but such notices as the Courier had were gathered by every one, the proprietor and errand boy included. This was a very own, and there was no one to stimulate strong and influential journal for its the demand. Fifteen or twenty miles day. Shortly after this period it had was as far as a horseman would go in a new expense—that of sending a boat a day and return at night. into the outer harbor to intercept European ships for their news. There ments were used. The leading light was no reporter, in the modern sense, to this journal; no advertising agent, no circulator. The advertising man did not appear till five years later, and the advertising agent till 1841. What were the advertisements of that early period, and what might have been the value of the harvest in these early years? We have answers to many points involved in these queries.

There is no census of newspapers in the year 1830, but there is a complete list in 1828, when there were 861 in the whole of the United States, 161 being in New York State. Williams, one of the most careful statisticians in the country, gave a statement in 1831 as to the number published then in the State, amounting to 237. Sixteen of them were dailies. There were fifty-four in the city of New York, the dailies averaging 1,455 copies an issue, the semi-weeklies 1,880, the weeklies, semi-monthlies and monthlies about the same. In the country there were 183 different papers, averaging about 270 copies. The total number of sheets needed in a year was estimated at 14,536,000, which, at three cents a copy, would be about \$436,000. Putting the advertising at the same figure, the total receipts of the press of New York State would New York have been \$872,000. then probably did about one-sixth the entire newspaper business of the United States. If so, this would show that the receipts of the newspaper press throughout the entire Union would be five million and a quarter of dollars, and about two million six hundred thousand for advertising.

There was then a local environment which prevented a large circulation of any newspaper. None of our cities were large. New York had 207,000 of the Broome Street Academy. residents in 1830, and Philadelphia about the same. Baltimore and Bos- later date, 1831, is given by the Merton, the next cities, were much smaller, cantile Advertiser, also of New York. and Cincinnati and Charleston, which This is on a double medium sheet and

room, who were expected to write the were in the third rank, had respective-Steamboat keep the books and attend to every- navigation existed in a shape available the exception of Charleston, but the people were not in the habit of taking journals from other towns than their

> Let us see what kinds of advertiseliterary paper of the United States in 1815 was the New York Literary Museum. It was in octavo form, and

had a title page like this :

THE NEW YORK

## WEEKLY MUSEUM

POLITE REPOSITORY

Amusement and Instruction, Being an assemblage of whatever can tend

to interest the mind, or exalt the character of THE AMERICAN FAIR.

.'. THE SECOND OCTAVO VOLUME.'.

NEW YORK: Printed and published by James Oram,

102 Water Street. 1815.

The first advertisement is headed "Nuptial," being the same that we put under the head of married: then deaths; then his (Oram's) printing office; two different lotteries; a jeweler, a tailor, a piano maker and a woman wanted. All newspapers were then full of lottery advertisements, in that respect, perhaps, taking more space than any other occupation except pat-ent medicines. In the next number is an advertisement of genuine French Creek Seneca Oil for rheumatism and violent headaches. This is the same commodity that we now know as petroleum. Black pins for mourning were sold by A. & F. Ogsbury. In later numbers were a teacher of French, a milliner from London, a reward for the recovery of a negro girl by the name of Susan or Sukey, and a notice

An example of a paper of a little

Were they to be altered too often, a rather more than a century ago: bill was brought in for type-setting. Except in the Journal of Commerce such articles are nowhere advertised in a like manner at the present day. There are on this one page three theatrical advertisements not displayed, one waltzing party, one lottery advertisement, a fireman's ball, an election of an insurance company and a receipt of English annuals. Besides this, there is one of a style so different from that of to-day that I venture to reproduce

#### EPICUREAN FEAST.

The proprietor of the Bank Coffee House respectfully informs his Epicurean friends and the public that he will serve up on Monday next, 7th inst., a sumptuous Game Dinner, consisting of two prime saddles of Venison, canvas back Ducks, wild Turkeys and Geese, with numberless other delicacies. Dinner on the table at 3 o'clock precisely. N. B.—The above will be the last Game Dinner the proprietor will pive this season.

Dinner the proprietor will give this season. Those gentlemen who intend to honor him nose gentlemen who intend to honor him with their company to partake of the good things of Monday will please leave their names at the Bar, so that seats may be pro-cured, the number being limited. Dinner and supper parties accommodated at the shortest notice on reasonable terms. § 2 atis

It will be noted that the hour is 3 o'clock, a time at which no dinner has been served here for half a century. This is not so in Boston, however. There I attended one last year, and a the afternoon.

number of insertions also should be a survey of a part of California. They indicate a past age, each notice from the preceding one.

freedom by their own acts that type- There was a tendency to put all the

printed in small type. After the com- founders and wood engravers furnished mercial matter, marriages and deaths, a complete set of cuts of absconding sales at the Stock Exchange and ship- negroes from three-line nonpareil to ping notes, come the transient adver- twenty-line pica, so that a colored man tisements, such as boy wanted, and who was so far lost to all sense of dethen the mercantile advertisements. cency as to attempt to defraud his These are pure enumerations of the arti- master by going to the North or to cles on hand, charged for at the rate Canada could be advertised in newsof \$30 a square, which might be ten or papers, cards, circulars, handbills and might be twelve lines. They might posters, the illustration being adapted also remain unaltered for years, but to the medium. Such an advertise-could be changed every few days ment is found in an Albany paper

## 6 DOLLARS REWARD.

RAN away from the subscriber, on the 15th of November last, a negroman, named TOM, about 24 years of age, rising 5 feet high, is much marked with the small-pox, speaks English, Low Dutch, wore away and took with him a brown broadcloth coat, a scarlet jacket, olive colored velvit breeches and a round felt hat—he plays on the fiddle. The above reward he plays on the fiddle. The above reward and all reasonable charges will be paid to whoever will take up said negro and return him to his master, or secure him in any jail so that his master can have him again.

BARENT MYNDERSE NORMAN'S-KILL, 14 miles west of Albany, December 30, 1790. tfas

N. B. Said negro has a wife and family at JERICO, and 'tis supposed he is lurking about that place.

Wood cuts and type-metal cuts adapted to each trade were for many years very common, particularly in real estate and in shipping. The marks were purely conventional, and all ships, whether cutters, ships, brigs, schooner, luggers, or anything else, were denoted by the same cut, as were houses by another, although in time there were two forms of houses and two forms of sailing craft. The Philadelphia papers were particularly rich in these. In New York City the Journal of Commerce was the last daily which made much employment of them, and few are now used anywhere. Those who very good one too, in the middle of made the acquaintance of John Phœnix, a humorous writer many years The letters marking the time and ago, will remember how he illustrated city was shown by these extremely when the foreman of the printing formal houses, the scenery he met in office kept his own record of the ex- his travels by rows of trees, equally piring of advertisements. In 1831 formal, and each of the other cir-agate, which had then been made for cumstances was set forth by type-nine years, was employed; a fat two-founders' cuts. The whole picture line letter began each advertisement, looked like a toy factory in the Schwarzand a very thin brass rule separated wald. It would not be an exaggeration to say that in some newspapers Another advertisement which was three hundred such cuts were in one common in early days was of a runa- number. Business men and newspaway slave. So many attempted to gain per proprietors alike approved of them. advertising of a single kind in one city in one journal. Auctioneers in New York for many years placed their favors in the Courier and Inquirer, and when that journal was swallowed up by the World the advertisements were continued in the latter. Book advertising was done in the New York American and the Evening Post, but finally the Commercial Advertiser had a monopoly of publishers' announcements-that is, a statement that a particular firm intended to reprint a certain work, as for instance, Romola, Theatrical and sporting advertisements have always been very numerous in the New York Herald, and full death notices, frequently accompanied with poetry, in the Philadelphia Ledger.

In 1833 began the publication of the New York Sun, marking the division between old and new journalism. This was not because the Sun itself was so bright, but it introduced new methods and showed that there was a constituency which had never yet read newspapers, immeasurably larger than the old one. The Herald followed in two years, and Baltimore, Philadelphia and Boston soon took advantage of the cheap form. It did not apparently injure the old journals. Only one of the long-established dailies in New York succumbed from this competition: the new ones were added.

> A HOPEFUL OUTLOOK. The costs of drugs and medicines Are having such a fall,
> Cut prices will bring sicknesses
> Within the reach of all.—Judge.

A LITTLE FIELD WELL TILLED

A good deal of money can be wasted by trying to cover your whole field at once, when a partial field, well selected, would be far better to begin with Let us suppose that we have an article to put on the market which everybody may be a possible customer for. The advertiser is very unwise, if he has but a limited fund, to scatter it over too wide a space. If he has something really good, he would do well to make it known in a carefully selected and limited field at first, and then broaden his territory as the receipts warrant, The one thing for the advertiser who appeals to a large constituency to remember is that it is best to begin moderately. As the fruits of the first advertising mature, he can tell exactly how to extend his field. He will then keep his expenses below his receipts. and have a real experience to guide him in more extensive ventures. -Fame, New York.

"THE DIAL'S" OPINION.

"THE DIAL'S" OPINION.

Just as every people has, on the whole, the government that it deserves, so it must be admitted that every city is responsible for the newspapers that it supports, and deserves nothing better until it is prepared actively to repudiate the sheets by which it is represented. It will not do merely to claim that it is misrepresented by them, deploring their dishonesty, their vulgarity of tone and their pernicious sensationalism, while at the same time giving them the encouragement of subscriptions and advertising contracts.—Chiscriptions and advertising contracts.-Chicago Dial.

A MAN's character may often be seen in his method and style of advertising.



Gain Knowledge

Of the "innards" of a plane by a little reading. You may have been a dealer for many years, you may have been a timer for a like period, you may have played a little-maybe more; but is it not well to get a little more practical knowledge? Someit not well to get a little more practical houseness? Some-thing to bank on-an authority on all matters relating to tun-ing, repairing, tening and regulating scientific instructions-orizething? Written by that eminent authority, Danais Spillman-The coit is only a trifte-a dollar. The hook is illustrated, eloth bound, ever a hundred pages Ts is onlied. "The Filans."

EDWARD LYMAN BILL, Publisher, 3 East 14th Street, New York.



A REDUCED reproduction of a book advertisement which is somewhat out of the rut. It appeared in the New York Music Trade Review.

## LAUNDRY ADVERTISING.

HOW ONE ENTERPRISING CHICAGOAN MADE IT PAY.

Charles I. Goodhart is a big, jovial Chicagoan whose good nature is proverbial, but when I called upon him the other day at the office of Goodhart's New Method Laundry he promptly declined to talk about his advertising for the benefit of the readers of PRINTERS' INK.

" Just because we have struck a good thing," protested Mr. Goodhart, "you concluded that the newspapers were

Save

a hundred

Chicaro.

want to exploit it to the whole town and put the other fellows

. Ves. newspaper advertising for a laundry is an innovation, but I don't want to discuss the measure of success which has attended our experiment, for the longer we can have the papers toourselves the better I shall like

But having once madeastart

on the subject, the laundryman forgot that he had declined to tell of his experiences, and talked most entertain-

While we have always been known as liberal advertisers, as laundry advertisers go," said Mr. Goodhart, "we came to take up the newspaper form of publicity in a rather peculiar manner. We, in common with the other laundries in Chicago, formerly did almost all our business through agencies scattered about the city and through wagon men who owned their teams, worked on a liberal commission, and thought that to them, not to their employer, belonged the trade.

"These fellows not only deducted from our profits, but were a perpetual annovance, and we determined to be rid of them-a resolution not easy of accomplishment, as every time we decapitated an agent we cut off a large enough proportion of the business which he had been sending us to cause us much perturbation.

"However, no agents meant no commissions, and the dollars thus saved we decided to devote to advertising. I took up the study of mediums and

The polished not good form; beman

face, which cracks

arts' moderate faith is the correct style—more than that, it makes a soft, pliable surface that gives long life to the lines and makes it set easy on

Try the sanitary, soft water, non-chemical laundry. Wagons call anywhere, any time Goodharts' New Laundry

274-6-8 Winchester-av. 'Phone West 734.

Method aundering

trial, particularly as diligent search failed to reveal a single laundry announcement in any of the big Chicago

dailies.

wortha

"For a trial I went into the evening papers, and so pleasing were the results that now our adsrunregularly. first I used fifty lines, going into the Record on Monday and Saturday, the Newson

Wednesday and Friday, and the Jour-nal on Tuesday and Thursday. This nal on Tuesday and Thursday. puts us before the people every day, and I believe reaches the greatest number of readers at the least expense.

"Why is the Record the only morning paper which you use, Mr. Good-

"The Record's circulation is the greatest argument in its favor, as it is in the case of Mr. Lawson's evening paper, the News. Then, again, I have figured that the News and Journal reach the people who read the Tribune and Times-Herald, and that the evening paper is apt to receive a more thorough

## The acids used to neutralize the lines in take water rot the fiber—that's way your apparel wears out so quickly. We use of hard water, no destructive water machinery. Ours is a scientific, sani-tary, new-process plant. We want your business. Our wagons call anywhere.

a year by patronizing the

Goodhart's Nov. Laundry

Non-Chemical

GOODHART BROS, ren the only non-chimical, poft-water laundry in Chicago. Their new methods save \$00 to \$100 a year in wear and teas. No sotten fabrics; no frayed edges; no broken bands

ingly of them for half an hour.

perusal than its morning contempo-"You use no Sunday issues?"

"Not as yet, although we may do Still, I fear that our notices would be lost in the blanket sheets. I have recently reduced our space to thirty lines, and believe that it was a wise step, although we have prepared a careful plan of advertising, which contemplates the use of double-column illus-I have already had some eye-attracting etchings made. Of course, we never run the same ad twice, and each argument must be tersely told and strikingly displayed."

"Your ads have such a decidedly ad-smithy sound that I judge that you do not write them yourself. Am I

right, Mr. Goodhart?"

"The notices are written by an employee, who submits them to me for revision. We have derived a considerable fund of argument by having him send his linen to a different one of our competitors each week. Then he comes to us to make his 'kick,' if he has one, and he usually has. Then we discuss the cause of the trouble and the reason why it could not occur in our establishment.

"It was in this way that we gained the best point we have had to work on in our advertising. Some months ago we sunk an artesian well on our property, and were surprised to find that the water contained comparatively no calcareous salts-you know that most of the water about Chicago is decidedly hard. We appreciated that we were saved a considerable expense for the various chemicals employed to neutralize the lime in the hard water previously used, but we did not realize the value of our find' until we began to discuss it with our adman.

"His linen washed at other laundries soon turned yellow, and we at once success of your advertising?" suggested chemicals, for we had combated the acids for years. When we saw the value of this non-chemical argument as a business bringer we had the water analyzed by Prof. Haynes, the best chemist in Chicago; we invited prominent physicians to inspect our process, and we experimented to see the exact saving of our soft water method over the old chemical process. ethod over the old chemical process, he results of our researches we embly in our newspaper talks, and bear own on the big saving to the life of the l The results of our researches we embody in our newspaper talks, and bear down on the big saving to the life of linen laundered in pure water.

have felt the force of this argument, for several of them have sunk wells in hopes of striking pure, soft water. believe that so far they have failed."

"I observe that you have some very attractive displays upon Gunning's

bulletins about the city."

"Yes. They were put up but a few weeks ago. Gunning employs skilled artists, and his boards are well lo-cated. We were in the street cars for We were in the street cars for a time, but I think we are now getting better returns for our money by putting it on the hoardings."

"Is not the laundryman's advertising medium the theater programme and the baseball or racing score card?"

"That is where most of our craft apply for publicity. Some of our money was spent there in days gone by, but I have concluded that such things never paid us, and we turn them all down now.

"One scheme, which we use to a profit, is a postal card, which we place in the bundles of those who patronize us irregularly. The card is addressed to us, and tells us to call at a blank street number upon a blank date. There is also a line for the customer's signature. We have made many regular patrons by following up the people who send in these postal-card orders."

"How about the rate war which has been waged between the laundries of

Chicago?

"Well, the rate cutters are nearly pacified.' Some of them are bordering on bankruptcy. We have maintained the regular ten-cent standard, although some laundries have washed, ironed and delivered a shirt for three cents."

"And your business through the times of trouble?"

"Yes."

"Does not that speak well of the

"But I was not going to say anything about that," said Mr. Goodhart. "I wish to warn all washermen in Chicago against squandering their hard-earned wealth on the printer. Yes, I think that we shall eventually get into all the papers. Good day."

H. B. HOWARD.

#### AN OPENING FOR HIM.

## FLASTIC FELT MATTRESSES.

THE INTERESTING STORY OF A COM-PARATIVELY NEW ADVERTISER.

The firm of Ostermoor & Co., 114 Elizabeth street, New York, manufacturers of mattresses and cushions has been successful for more than half a century. It was first established in 1842, and by dint of merit built up a fine business on the conservative lines so generally in vogue before the efficiency of the purchase of judicious publicity was so generally recognized as it is to-day.

As a natural fact, it is harder to convince a firm such as this that advertising is a good thing than it is to move mountains. Conservatism and success are usually so content that, to paraphrase Shakespeare, "they'd sooner keep the good they have than make. venture for others that they know not of." However, these forces are so stanch, that once convert them and they become the most loyal of adherents.

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At this point let Mr. Edwin A. Ostermoor, of the firm, tell his advertising experience:

"We did business mainly on the old lines up to five years ago, abjuring all methods that time had not put the seal

of approval upon.

"But it was not until six months ago that we first solicited for retail orders. In fact, then it was merely as an experiment that we went into advertising. The way of it was this: A friend of ours who is connected with the advertising agency of George Batten & Co. importuned us to try the merits of that method of procuring We finally gave him \$200 to experiment with-more, perhaps, to stave him off than anything else. The results were so satisfactory that we were content to continue, and all further experiments have convinced us more and more that advertising is a good thing."

the result of losing some of your old

trade for you?"

would create some enemies, but, on the whole, advertising increased our OSTERMOOR & CO., 117 Elizabeth St. trade, and that was the end in view."

"Was not your first experiment that of advertising a specialty?"

"Hardly that, but only one of our to state what the results have been?" lines—that of church cushions. Since

then, however, we have added all our goods, boat cushions and mattresses."

"After an experience of six months,

## The Day of the Hair Mattress is Past

and it will be forgotten and ignored with the old-time feather bed. If you need a mattress let us convince you, without risk, of the superiority of

## THE OSTERMOOR Patent Elastic Felt Mattress



mpressing the felt. Binding and closing the tick by hand

The best \$50.00 Hair Mattress made is not its equal in cleanliness, dutability or comfort. We pay all express charges anywhere, and sell on the distinct agreement that you may return it and get your money back (if not completely satisfactory) at the end of

## 30 DAYS' FREE TRIAL

The N. Y. Ossexvan (Feb. 4th, 1897) says: "Ostermoor & Co., have advertised with us be some time. We have known them be years and whatever guarantee they make they will undoubtedly build."

If you are skeptical about its merits or don't peed one now, send for our handsome pamphlet, "The Test of Time," mailed free for the asking, it gives full particulars.

to give this paracticators.

Paragra Example Fire consists of airy, interlacing, fibrons she funery whileness and great classicity, closed in the tick by in the broothers, and is guaranteed absorberty, and is guaranteed absorberty and is guaranteed absorberty and in guaranteed absorberty for washing without trouble. Softer and purer than a and as; no re-picking or re-ostelling accordance.

Treasury Department,
Office of the Lighthouse Board.
WASHINGTON, D. C., March 12th, 1897. GENTLEMEN: In reply to your inquiry I have to state that your Fatent Elastic Felt Mattress, which I purchased more than sixteen years ago, is still in use, and as perfect in elasticity, freedom from "knotting" and fully as astisfactory as the day I purchased it. I would use no other than Thent Elastic Pelt if they cost double that of agy other mattress made.

GEORGE F. F. WILDE, Commander, U. S. Navy.

"Did not your new methods have "How to Onexa-State exact size for matters deteried (size 8 h. 21a, x 6 h. 6 in. will be seat unless otherwise specified), and give a result of losing some of your old ade for you?"

Naturally such a reversal of policy "Naturally such a reversal of policy write us if you know of such cases. References: Bradstreat's or Pan's Commercial Agencies

We have outhlosed 25,000 churches, Send for our book, "Church Outhlose."

Mr. Ostermoor, would you be prepared

"I can only say that I believe our

advertising has been a success throughout. I think I can safely say that it has netted us an increase of fully 10 per cent of business over that of any similar period of our history. I should therefore stamp it as an unqualified success, for I bear in mind that necessarily the work thus far has been largely experimental. But aside from this, let us not forget the remarkable business depression now existing. view of all this, I should say that our results have been remarkable."

"The business depression antedates

your advertising, however?"

"Oh, yes, it has retarded our growth since 1892. Thanks to our present policy, however, I think the hard times are being offset.

"Do you use the daily papers?"

- "No, we never have. Our goods are peculiar. The demand is never so urgent that people must have them on the jump, and so we can urge their merits by the insistence best given by occasional periodicals."
  - "Then you use the weeklies?" "Yes, we use some of them."

"The religious press?"

" Most of them - the Outlook, Christian Herald, Independent, and all similar ones."

"How about the humorous week-

lies ?

"Never use them; they don't appeal to the people whom we seek. After all, these are the women, who, it has become an axiom, do nine-tenths of all the buying, and who practically do ten-tenths on our goods."

"Have you tried the flash story pa-

"No; but we are in all the magazines. At least there are none of any note not on our lists-Harper's, Century, Scribner's, McClure's, Munsey, Metropolitan, Cosmopolitan, Peterson's, Outing, Ladies' Home Journal, and the reviews, such as the Atlantic Monthly, North American, and so on."

"Here is a page ad of yours from

Health Culture?

"Oh, yes, we are in a number of special publications-so many that it would tax your space to give the list."
"I presume you are not in sporting

or dramatic papers?"

'Never as yet. Nor very extensively in the trade papers. We are only in a few of the latter, even the names of which I don't at the moment

"How about theater programmes?"

"Never have gone into them, but are constrained to go into church programmes quite extensively, because that is practically reciprocal."

"What is your favorite space?"

"We have neither favorite nor regular space. We often take a page in the monthlies, but sometimes our magazine space runs very much less, the religious papers we like to take about two hundred lines. Of course, this is all display. We are quite fond of reading notices in addition, too. Herewith is one of our single-column Ladies' Home Journal displays."

"Rather liberal space?"

"Yes; it about tells our story." "Do you key your advertisements?" "We do, and we believe very effectually. tell how." But we would not want to

"Would you mind telling PRINT-ERS' INK what the result of your keying would denote-that is, about how many are the sales in proportion to the

inquiries from advertisements?" "Of course not. I should say that about five per cent of the inquiries result in sales. What I would object to telling would be our observations as to the relative values of mediums."

"Then you follow up inquiries with supplementary advertising literature?"

Oh, yes; we have, for instance, one very effective booklet: 'The Test of Time."

"Do you advertise in the street cars

or on hoardings?"

" Haven't tried either one of them yet. We consider that we are somewhat green still. We shall probably come to all these methods duly."

"Through whom do you place?" "Through Messrs. Geo. Batten &

"May I know about what amount

you devote to advertising?"

"I don't mind telling you that at present our monthly outlay is no less than \$4,000 a month. What it may become, say in a year, I would not dare to foretell."

## J. W. SCHWARTZ.

IN CHICAGO. Says a writer in a Chicago paper: "With good corsets, good shoes and good gloves, no lady need consider herself ill-dressed."
That's a funny way to advertise Chicago-Here in New York just a few more garments would be required.—National Advertiser.

THE BEST OF REASONS. "What does he paint pictures for, if he is no artist?"
"Because he can sell them."—Puck.

## IN A SMALL TOWN.

HOW A MERCHANT MADE ADVERTISING PAY IN A TOWN OF ONE THOUSAND PEOPLE AND ITS VICINITY.

One of the most striking instances to show that advertising pays, even in small towns, may be found in the department store of N. R. Sammet, of Ouincy, Ohio. Quincy is a small town



N. R. SAMMET.

of less than 1,000 inhabitants, and one would hardly expect to find any one who even thought of advertising in so small a place, for, unfortunately for them, the small town storekeepers, as a rule, are in ignorance of the benefits of advertising.

Mr. Sammet has been in Quincy about a year and has turned the town completely upside down by his method of conducting business. He is a great believer in printers' ink and uses it The writer being an old lavishly. friend of Mr. Sammet, and knowing something of his success, decided to interview him for the readers of PRINT-ERS' INK. When asked for his plan of conducting an advertising campaign, Mr. Sammet said :

"We opened our store for business September 3, 1896, with three clerks. Before opening we made contracts with both local papers for one column one year and advertised our opening day for one month in advance, changing our copy every week. Before the opening I drove to twenty-seven towns

received mail-a total of 3,000 fami-

"The first twenty days our sales averaged about \$50 a day. On October 1 we mailed 3,000 circulars to the names I had secured in the surrounding towns, and in a short time our trade had increased to \$200 a day. We added four more salesmen so we could handle the people. We continued to mail circulars every sixty days and business

kept up right along."
"Which is the better method to reach the people, Mr. Sammet, news-

papers or circulars?"
"Both should be used," he responded promptly. "I send the circulars regularly to my list of names, and they have begun to expect them and are anxious to know what bargains we have to offer."

"What are you doing in newspaper

advertising?"

"On May I of this year we contracted with ten of the leading papers in a radius of twenty-five miles for three columns of space in each, the ads to be changed every week. get the people interested we announced the campaign in the papers as follows:

## **NEXT WEEK**

We Innaugurate Our Great Challinge Sale and the announcement will be made in the following papers taking three whole columns in each:

Shelby County Democrat, 2,383 Urbana Citizen and Gazette 3,600 Logan County Index, West Liberty Banner, St. Paris News, DeGraff Buckeye, DeGraff Journal, Jackson Center News, Onincy Gazette, Miami Valley Herald, Our Circulars, Grand Total,

Look for it, as the prices will absolutely the lowest ever ted in an honest sale.

N. R. Sammet, Quincy, O.

"Our three-column ad came out and got the names of every one who May 7, and on Monday, May 10, our sales were \$600 cash, and our daily average since has been about \$500. The merchants here say we can't last long-we sell goods too cheap and reckless. But we are willing to take the risk," and Mr. Sammet smiled

"One of our strongest points in advertising," he continued, "is, we never place a limit on an article when we have a bargain. We sell everybody all

they want."
"How far do your customers come?" "Our trade extends over four coun-We had a customer drive thirtyfive miles to-day. He bought of Mr. E. L. Dunn, who has charge of the dress goods and silks and sells all over the store. This man's bill in general merchandise amounted to \$133.62. We often sell bills to farmers amounting from \$50 to \$75. The country folks are just as eager for bargains as their city cousins, and they grasp the opportunity presented by us.

Mr. Sammet is making himself felt by the merchants in the neighboring towns, and while they predict all sorts of calamities, he goes serenely along, selling the goods and making new friends among the people every day. He has appropriated \$6,000 for advertising this year, and will use more if

he thinks necessary.

R. W. SPANGLER. Manager Review and News, Lockland-Cincinnati, Ohio.

### A BIT OF HISTORY.

When we gave the ten-cent magazine to the world (and the ten-cent magazine was not possible until we made it possible) Mussey's Magazine consisted of one hundred and twelve pages. Compared with the present issue in finish, in art and in literary merit, it was crude, indeed. But it was a magazine for all that, and the world marveled at it—marveled that so good a publication, one so picturesque, so large and so attractive, could be sold for a dime. And the world speedily said it couldn't be done, and all the publishers of other magazines said it couldn't be done, and all that publishers of other magazines said it couldn't be done, and all the publishers per makers, done, and all other publishers, paper makers, advertisers, printers—and the entire news trade everywhere, and everybody everywhere—said it couldn't be done.

That was three years ago. To-day this impossible proposition" (Munsey's Maga-"impossible proposition" (Munsey's Maga-sine at ten cents a copy) is the great maga-sine of the world. Its aggregate circula-tion for last year (1890) was 7,750,000-an average for the entire year of 645,832 opies a month. This is a circulation in excess of that of all the other magazines and reviews of the country combined, with the exception of two or three of the ten-cent magazines, and the circulation of these was made possiand the circulation of these was made possible, and made possible wholly and alone, by Munsey's Magazine.—From a circular of Frank A. Munsey.

## THERE'S MUCH IN A NAME.

"The name of an advertised article should be so simple that there can be no doubt about its pronunciation."-PRINTERS' INK.

It is hard to understand how an ordinarily astute man of business can err so as to give a particular line of goods a name which cannot be pronounced readily and correctly by a per-son of even "limited education." A simple name can be distinctive as readily as a lengthy, unusual or elaborate one.

lengthy, unusual or elaborate one.

A person does not talk about anything the name of which he doesn't quite know how to pronounce. People feel diffident about saking in a shop for anything bearing an uncommon or foreign name which they are in doubt how to pronounce. Perhaps, rather than run the risk of making a verbal mistake, they would ask for something of the same sort with a simpler name. It is not fair to reduce a customer to the necessity of sax. same sort with a simple: "Simple same to reduce a customer to the necessity of saying a name and then adding: "Or how do you pronounce it, anyhow?" Again, a sensitive person who asks for some article with an obscure, technical name, does not relish having the clerk repeatit, only after having changed the accent or the pronunciation

It is poor judgment to append a name from a foreign language to an article consumed or in demand by the masses. The glamor and fascination of, for instance, a Frenchy name have about worn off; to-day, such names have, if anything, a cheap, tawdry sound. The smoke of an imported cigar, even, would smell as sweet under an American name. smell as sweet under an American name.

Good, plain, hitting Anglo-Saxon can be used about as well as anything else by an ad-vertiser, and this fact should not be forgotten when a name for any line of goods is sought. E. SEVERN.

DRUGGISTS' ADVERTISING.

The retail druggist of to-day who hopes for success must strive to attain it under cir-cumstances far different from those which prevailed twenty or even ten years ago. In the days when he was regarded as a profes-sional man only, the possessor of a hand-some shop, well situated, could afford to wait for business to come to him, and to put wait for business to come to him, and to put such prices on the wares that he handled as suited him. Indeed, it was his cue to wait, since under the existing circumstances, "hustling" was derogatory to the position that he occupied in the community. But times have changed, and with every passing day the devocate heromes laws of a worker. day the druggist becomes less of a professional man, and more of a retail dealer in a host of articles as foreign to the drug business, pure and simple, as drugs and medi-cines should be to the dry goods trade. These are facts which every druggist sees and knows, and to which a great many, with true commercial instinct, have reconciled themselves. Such men are succeeding because they are using the methods of successful men in other lines of business. They are looking out for opportunities and are avail-ing themselves of them whenever and whenever found. Others there are, unfortunately, who know and appreciate the inevitable, who know and appreciate the inevitable, and yet, with strange fatuity, are sitting in their shops, amid depleted stocks, watching the crowds go by to trade with their more aggressive and business-like competitors, and the comparison, the "huard times" and other similar catch words and the strange of the comparison. of the day .- National Druggist.

### IN RE CIRCULATION.

Round numbers are always false. -Dr. Samuel Johnson.

A TOOTH FOR A TOOTH.

Office of STANTON PALMER. Writer of Dental and Optical Advertising. DENVER, Col., July 15, 1897.

Editor of PRINTERS' INK:
Because I have some experience in advertising for professional men, and am still warm under the collar" from a hand-tohand encounter with what they please to call their "code of ethics," I take the liberty of calling your attention to a rather new and somewhat surprising attitude assumed by those for whose profit I believe the "code"

to be maintained.

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My attention has recently been called to an article under the caption "Professional () Advertising," appearing in the May issue of the Dental Cosmos, a publication devoted in its superscription to the dental art and in its advertising pages to the wares of the S. S. White Dental Manufacturing Co., the publishers. The article was called forth by a insners. The article was called forth by a perfectly harmless set of resolutions adopted by some one of the clans of the patient, wait-ing sort of little dentist, held clannish by a few of the satisfied sort of fellow with the big practice.
Following are the resolutions:

sog practice.
Following are the resolutions:
Edward C. Kirk, D. D. S., Philadelphia, Pa.:
My Deas Sin—At the regular meeting of the
American Academy of Dental Science, held in Boston on March 3, the inclosed resolutions
wers adopted, and a copy is sent to you for
publication. Very truly
GENOME H. PATNE, Cor. Sec.
(Signed)
GENOME H. PATNE, Cor. Sec.
(Signed)
The tracking in the second section of the second resolutions
were to the advertisements appearing in some of the self-styled dental journals, whereby secret preparations often of a highly dangerous character are paraded in such company and guise as to deceive those not accustomed to scrutinize closely all medicines thus
offered, and more particularly of advertise,
ments soliciting dentists to advertise, ananouncing that 'professional dignity and
good advertising will work well together,' giving the name and address of the professional
writer of dentists' advertisements, and the
unscrupulous acceptance by the above-mentioned journals of advertisements, the charindex of the professional of the professional
writer of dentists' advertisements, the chardegree to the advancement of our profession, the best element of which is attvirus with

tioned journals of advertisements, the character of which is detrimental in the highest degree to the advancement of our profession, the best element of which is striving with self-sacrificing and untiring labor to make it self-sacrificing the self-sacrificing the self-sacrificing and injurious to the good name of the honorable calling they represent, and they further declare that the editors of such that the self-sacrificing in the self-sacrificing they represent and self-sacrificing they represent the self-sacrificing they are unworthy to be acknowledged as teachers and respect-self-sacrificing the self-sacrificing the self-sacrificing the self-sacrificing the self-sacrificing dental self-sacrificing

My lot is cast with the professional writers My lot is cast with the professional writers of dental advertising, and, as probably to make their meaning lucid, they quote in these resolutions verbatim phrases from my announcements, I may be excused the possible egotism of believing that my efforts have been successful in arraigning against me the hatred of those who deny me, or any other earthly being, the right of doubting or publishing through their organs reasonable argument against their code and creed.

The article in Common, referred to, printed

The article in Cosmos, referred to, printed the resolutions and the following letter which

was sent in reply :

" Dr. G. H. Payne, Boston :

My DEAR SIR- I am in receipt of your let-

ter of the 25th inst. and copy of the resolu-tions passed at the last regular meeting of the American Academy of Dental Science, for which please accept my thanks

It is a matter of extreme gratification to me that your academy has taken the pro-nounced stand in the matter which it has. . .

It may interest you to learn something of the policy of the journal which I have the honor to conduct in its attitude towards the questions under consideration, and to that end I inclose copy of a communication for-warded to a would-be advertiser who desired space in the Dental Cosmos for the purpose calling the attention of our readers to the advantages to be derived from 'professional advertising.

(Doesn't that read very oddly?)

Scarcely an issue of the Cosmos is published without our having to deal with this class of individuals, and they are uniformly treated to a letter of declination on the lines of the one inclosed.

Yours sincerely, EDWARD C. KIRK."

The inclosures mentioned were copies of a business letter from the writer offering them an advertisement for one-half page, and their own childish, undignified and unbusiness-like letter, in reply, declining my ad, as they had a perfect right to do, and using a manner in doing so which they had a perfect right to assume, being without any better. These assume, being without any better. Inche personal communications were also published—rather a breach of business etiquette, although names were omitted. In their reply they state that they must decline to "flaunt in the faces of their readers an invitation to violate the code." Yery clumsily put, isn't! it? If they have reason to fear an invitation, isn't there reason in supposing that they fear the strength of their "code" to bear ques-tioning? "Flaunting" an invitation to depart from the ways made righteous by a "code" which ought to know is, I admit, very improper. Perhaps they would like to be told why the Lord put both the apple and the serpent in the garden—and why He didn't pun-ish the apple—or the garden. If so, you will tell them—won't you, Mr. Editor?—in a postscript.

I have lately added the following letter from the publishers of Items of Interest, which occupies a sphere very similar to that of Cosmos, being published so much in the interests of the Consolidated Dental Manuinterests of the Consolidated Dental Manufacturing Co. that they can not afford to ignore the opinions of those who have grown rich on the code and naturally desire it to maintain. I think this fitly illustrates the difference between the "self-sacrifice" which sounds so well and the knowing "which side one's bread is buttered on," which rings so when true to human sature.

much truer to human nature:

NEW YORK, July 5, 1897,

Mr. Stanton Palmer, Denver, Col.: Mr. Stanton Fuller, Denter, Col.:

DEAR SIR—Replying to your letter of the
28th ult, we will be unable to publish your
advertisement as requested, because several
of the dental societies have passed resolutions condemning the advertisements of advertisement writers as unethical, and we
have agreed to exclude them in the future.
Very truly yours,

GEO. W. MORRISON.

I believe that an answer from me would not be without interest to many dentists. Mine enemies (for I will cheerfully adopt them as such) believe this also, else they would give to what I have to say as much publicity as to the vague phrases with which they cover the aching void of what they haven t got to say.

Let me quote for you from this much dis-

cussed code, which, in the part most faulty, reads as follows:

"It is unprofessional to resort to public advertisements, cards, hand-bills, posters or signs, calling attention to peculiar styles of work, lowness of prices, special modes of operations or to claim superiority over other practitioners, to publish reports of cases in the public prints, or to go from house to house to solicit patronage, to recommend nostrums or to perform any other similar

acts."

According to this the dentist who advertises puts himself outside the pale of recognition by his professional brother.

In the first place, Mr. Editor, do you believe in the infallibility of humanly prescribed ethics (which Mr. Webster defines as the science of human duty pertaining to morals and manners) that require embodiment and constitution in an adopted "code"? I do not. The difference between the morally richs and the morally wrong has never been right and the morally wrong has never been written, but is generally understood. The Commandments say: "Thou shalt not-"; the law says: "I f you do, the penalty will be so and so." There is the question of why this should be an offense and why there should be a penalty that has its end of reason in our own understanding. To all purposes it is the same with good manners. Morals at is the same with good manners. Morals are largely instinctive. Manners are merely training. Neither are verbally prescribed, except in this instance that the "honor and dignity" of the profession of dentistry may be forever preserved. And they have set their little code higher than any creed—in that to question its cuitable. that to question its wisdom is to backslide; to depart from its ways is to fall from the grace of recognition. Isn't it absurd?

When the newly graduated dentist is awarded a diploma by his college he is also awarded a smile of patronizing interest from the dentists with the large and lucrative practices. Any notice whatever from the big fellow tickles the little fellow 'most to death. When the big fellow calls him his professional brother, and tells him that "we" have a dignity to support, it swells the little a loud bang. Later on the swelling goes down. Perhaps the proud heart remains. Unless he is peculiarly blest hunger will eat that, too, in time, when he has worn out many a pair of trousers at the waiting point in supporting a dignity that he comes to feel fits the big fellow as if it was made to his or-der—which, in truth, it is. And how did the big fellow grow big? That's easy, If by codified effort, then that phrase just used peculiarly blest-is sure to fit his case in one way or another. How very few of us there are who are peculiarly blest.

Let me call the attention of our codified friends who are "striving with self-sacritriends who are "striving with self-sacrificing and untiring labor to make dental science worthy the name of a liberal and learned profession" to a danger greater than that of advertising, that threatens the "honor and dignity" of their calling. If I am a consummate ass, with less than an ordinary common school education, but with a fiftiest means to have constituted. but with sufficient means to pay for my tui-tion, I can become an authorized and lawful tion, I can become an authorized and lawful dental practitioner in less time than I can master the art of carpentry or plumbing. I am in daily correspondence with dentists in all parts of the world. I could exhibit some wondrous examples of their abuse of the mother tongue. Many of them can not use English with any grammatical accuracy whatever. Lots and lots of them commit such crimes against the smallier crimes that such crimes against the spelling primer that

the most common words are done out of any possibility of identification by their best friends. In self justification permit me to say that this class of "individuals" seldom become the clients of adwriters, and to add my lament to that of our codified friends that their profession is truly robbing us of so many rattling good fence painters, hod carriers and dishwashers. Advertising, my dear sirs, will not rob your profession of what your self-sacrifice and untiring labor will fail to give it until it deserves—the name of a liberal and learned profession.

The code by which doctors and lawyers are coverned is invested with this much of reason in the clause which prescribes that they shall in the clause which prescribes that they shall not advertise. Advertising will not make disease—or litigation. So much of either exist, and if those to profit choose to form a brotherly code of restrictions concerning its distribution, very well and good —but very much weller and gooder for the money who strength of the restriction. man who steps out of such restrictions. In dentistry no such reason exists. It is possible to make business. There are half a world full of neglected teeth. In advertising preach the importance of teeth-impress the necessity of care of them. That is the thing—and the best thing—that advertising can do. It is missionary work—spreading the gospel of sound, perfect, well-kept teeth. I consider that point worthy of the attention of dentists. I know, and you know, Mr. of dentists. I know, and you know, Mr. Editor, that advertising will do any reasonable thing. Good teeth are reasonable, and any man or woman who hasn't them will freely admit that they should have, but— Well, put into their thoughts of good teeth a daily memory prod. Make them hard to neglect. Pound away on the same harp— good teeth, good teeth—and then better ones. The honor and dignity of the dental profession will grow into a hardy plant that will stand our bustling nineteenth century climate, and not have to be raised on hot-house care.

hot-house care.
And, Mr. Big Fellow, one word to you. Your talk of "honor and dignity," "self-sacrifice" and "untiring devotion" is being openly disregarded. That is why you are howling the louder. Yes, it is. Even your recognition is coming to be recognized as like a cake-walk, which a famous Chicago bootblack has told us is a mighty good thing—but we can't eat it.

-but we can't eat it.

Does Mr. Editor recall that fable of the two little frogs that fell into the cans of cream? "I'll drown in here," yelled one little frog. "Hustle," advised the other. little frog. "Hustle," advised the other. And the frightened one became more frightened. And the hustler hustled. "I certained the ly will drown in this stuff," screamed the scared one. "Hustle," was the reply. In the morning the cans were opened. In one was found all that remained earthly of one was found all that remained earthly of one little frog, and in the other a very much alive little frog sat perched upon a pat of butter. I really believe that it would require a dental society to ask which little frog did well or doubt the story's relevance. But well, or doubt the story's relevance. But don't you think it very probable that "froggy" could tell 'em?

Yours for hustling, STANTON PALMER.

WOOD ENGRAVING.

This method is specially well adapted for the reproduction of mechanical subjects, where boldness of outline and depth of shad-ing are required. The picture is drawn and cut on wood from which electrotypes are made for printing purposes. Sometimes the made for printing purposes. Sometimes the originals are used for printing.—Advertising Experience, Chicago.

A COMPLAINT.

In the days of our grandpa, that honorable

When he happened to glance o'er the news-

paper's page, Found nothing his simple old mind to con-

fuse, For the "ads" they were "ads," and the

news it was news,
And the story he read was not merely a blind
For a mean little "ad" to be sneaking behind.
But the journals now printed so trick and deceive one

That really I'm getting quite loath to believe one.

For instance, I pick up my "Daily" and read Of "A Horrible Outrage, A Dastardly Deed!" A wealthy shop-keeper is found in his store Assaulted and senseless and bathed in his gore.

The doctors in vain with his injuries cope, His friends and his relatives give up all hope; But (here's where my feelings sustain a revulsion)

He's cured with three bottles of "Skinner's Emulsion."

If I turn where the poets their offerings bring, I read 'neath the title, "A Carol of Spring," How the daffodils bravely are lifting their heads,

And the snow-drops and crocuses start from their beds :

How the first apple blossoms are scenting the breeze,

And the woodpecker hammers away at the

The red-breasted robin so cheerily twitters, And now is the time to take "Catchpenny Bitters."

So I'm not much surprised when "A Strike in the Mills"

Turns out just a notice of "Fakinton's Pills."
Or to find that "A Prominent Clergyman's
Prayer"

ad" for "De Schwindler's Balm for Is an the Hair." And now, my dear readers, when I feel a

doubt As to how any article's going to turn out, The rule that I follow I'll quote-you may

need it-I start at the foot of the column to read it.

## -L. A. W. Bulletin. WINDOW CARD WRITERS.

A new business has sprung up-window card writing. The general competition in the improvement of advertising is responsible

for this. Retailers in most large cities contest strongly for first position in the attractiveness of their windows and general advertising display. It is almost impossible for the average retailer to make window cards that are neat and attractive, and their efforts usually result in only a badly-written, poorlypunctuated, clumsily-painted sign. It was the full realization of this which suggested the painting of signs to the ambitious youth, whose ideas have since been followed in almost every large city in the country. card writer goes from store to store. He studies the stock, talks with the proprietor, finds out what he wants to advertise, and gets all the general information he can secure. Then, in his own bright and breesy way, he tells the story attractively and in a Bright card writers make several few words. thousand dollars a year; and so well does the work repay the retailer that the price he pays for it is never begrudged.—Michigan Tradesman, Grand Rapids. GETTING A GOOD PRICE.

Getting a good price for an article is not difficult if the article looks to be worth what is asked for it. Most people want good what is asked for it. Most people want good things and are willing to pay a fair price for them. The biggest mistake a druggist can make is to keep higher priced articles in the background and try to push the sale of cheaper grades. Lots of people buy interior articles at a low price because not shown the finer qualities.—Western Druggist.

## GOOD HEALTH IN BUSINESS.

There is no use in hoping to gain promianere is no use in noping to gain promi-nence in any business undertaking—large or small—unless you are physically able to see it through. It is said that very few could endure the extreme hardships of an arctic expedition, hence the North Pole may never be reached. A cardinal point in business success is good health. This is absolutely processary in order to reach the next pole of necessary in order to reach the north pole of business .- Ad Sense.

IF NOT, WHY?

If advertising does not pay why is it that the Youth's Companion gets over \$800 a year for a one-inch space each issue? How s it that the Ladies' Home Journal gets \$4,000 for a page ad? Why do four advertisers pay \$6,000 each for a quarter-page ad on the back cover in Munsey's Magasine? Are advertisers throwing money away like this, or does it really pay them?—Ad Sense.

TO BOOM AMERICAN FOOD PRODUCTS.

It is proposed by the Agricultural Depart-ment at Washington to send representatives to England to lecture on the superiority of American food and meat products. The plan is to educate the people who are ignorant as to the best method of cooking fruit products, as well as to recommend their consumption. -Michigan Tradesman, Grand Rapids, July 21, 1897.

#### OVERHEARD ON PARK ROW.

OVERHEARD ON PARK ROW.

Phil Space-Well, you can sneer at the "new journalism" all you like, but the Daily Gouff that I'm on is making great strides.

Stubb Penn (of the old order)—Yes, it's making great strides—and overstepping the bounds of decency at every one of them.— Truth.

## BORN IN THEM.

The best adwriters are those who best understand human nature, and much of their knowledge of human kind was not gained by experience—it was born in them.—Exchange

#### Classified Advertisements.

Advertisements under this head two lines or n without display, 25 cents a line. Must be handed in one week in advance.

WANTS

PERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngs l per in town, Ohio.

W ANTED-Printers to try our half-tones. 1 col., \$1, 2 cols., \$2. BUCHER ENGRAV-ING CO., Columbus, Ohio.

WANTED-More printing from the class of people willing to pay for the best. WM. JOHNSTON, 10 Spruce St., N. Y.

E NERGETIC ad solicitors wanted in every business center of the United States by leading trade journal. P. O. Box 1963, New York City.

W ANTED—Position with Penna daily or weekly, by young man; 3 years experience in bus, and editorial departments. Best references. Address "D. L," care Frinters' Ink.

E DITOR—Able marine writer, capable of as-suming editorial charge of established trade paper. Excellent opportunity for right party, Bell interest if desired. "VAN," Printers' lnk.

W ANTED—Advertisers to know that the News, Sunday and Weekly, has been in existence for 1b years. Sunday, 2 cents a copy; weekly, 50 cents a year. Reaches best homes. Rates 20c. inch. Write C. M. SHAFFER & CO., Youngstown, O.

A COMPETENT newspaper correspondent, located in Washington, D. C., will supply a few newspapers with live political reading matter in exchange for a small amount of advertising space. A. E. GLASCOCK, Washington, D. C.

DUBLISHERS of newspapers who wish to own a handsomely bound set of the complete works of Charles Dickens can get information on the subject by addressing EDWIN F. GRAY, publisher of American Literary Visitor, Rahway, N. J.

WANTED-To purchase, controlling interest in established morning or evening paper in Massachusetts, Connecticut, Rhode Island or Eastern New York, in city of 30,000 population and upwards. Address "PURCHASE," care Printers' link. WANTED-

## MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

## ADVERTISING AGENCIES,

F you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

#### ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

#### BOOKS.

MAMMOTH CAVE—A new manual of this won-derful cave just issued, with 43 illustrations and map. Price, paper, 50c.; cloth, \$1, by mail. JOHN P. MONTON & CO., Pubs., Louisville, Ky.

#### FOR RENT.

WE have for rent, at 10 Spruce 8t., two connecting offices, one large and one small. They are well lighted and the pleasantest offices in the building. Size of large room, about 20x3; smaller, 10x15. If wanting such offices call and talk about price, etc. Will be fitted up to suit. Address 6t.O. P. ROWELL & CO.

### PRINTERS FOR ADVERTISERS.

THE ADVENTISERS' PRESS, 925 Chestant I St., Philadelphia, makes a specialty of printing high-class booklets, catalogues and folders for advertisers. We write, design, engrave, print, bind and publish. One bill—no worryare our claims upon the attention of advertisers. Let us give you further details.

#### PRINTERS.

THE LOTUS PRESS, artistic printers, 140 W. 23d St., N. Y. City. Send for our booklet.

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

#### ILLUSTRATORS AND ILLUSTRATIONS.

A CUT is the life of an ad. We make the best. Get our bed-rook prices before you order. CHICAGO PHOTO ENGRAVING CO., 79-81 6th Avo., Chicago.

TYPE may tell, but pictures show the merits of your article. Let us make your cuts. Best printing quality guaranteed. CHICAGO PHOTO ENGRAVING CO., 79-81 5th Ave., Chicago.

## SPECIAL AGENTS,

THE equipment of H. D. LA COSTE, Speei Newspaper Representative, 38 Park Ron New York, is especially adapted for handling the foreign advertising of leading daily newspaper

#### STEREOTYPING MACHINERY.

POTTER JOB STEREOTYPING OUTFIT saves big money, pays for itself in 90 days. Every big printing office should have one. Booklet free. B. F. CURTIS, 150 Worth St., New York.

CTEREOTYPE outfits, paper and simplex methods, \$15. White-on-black and Granotype engraving methods, \$5. Book, \$1. Circulars for stamp. H. KAHRS, 240 E. 33d St., New York.

#### SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. Bi Street, New York. BRUCE & COOK, 190 Water

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L't'd, 10 Spruce St., New York, Special prices to cash buyers.

#### ELECTROTYPES.

DUBLISHERS, ATTENTION I-Strictly up to date, first-class Electrotyper and Sterocyper wishes a steady position as foreman or opportunity of the strictly of the

ETTING advertisements to make them stand out and furnishing one or more electrotypes any other printer. The magazines cach mouth contain numerous samples of my work. Let me set your next adv., whether it be for an inch or a page. I can suit you. WM. JOHNSTON, Mgr. Printers' lak Press, 10 Spruce 8t., N. Y. City.

#### MISCELLANEOUS.

M EDICINE MEN! Did you put up a good ar-ticle for sale and find it slow in going! Write to us. We buy medicines, perfum-s, tolel articles, flavoring extracts, etc., in job lota. A. D. FOWERS, Tuscumbia, Ala.

("ONTROLLING INTERCEST in, and business management of, an old-established daily page of the control of the cont

#### FOR SALE.

I OR SALE—Some stock in large corporation, with best of prospect. A man to help maxage preferred. Address "M. D.," Printers' Ink.

FOR SALE—Half interest in a well-established daily and job plant in city of 7,000; richest part of the State; \$3,000, one-half down. Address CAD ALLARD, Beardstown, III.

PAYING weekly newspaper and job office in Pa town. No competitor. Al Cottrell cylinder folder, 30-in. power cutter, jobber, new type, etc A grand opportunity. "SNAP," Printers' Ink.

A RANE CHANCE.

A RANE CHANCE.

Complexion Soap. Established five years. Retails at 50c. per cake. Jobbing price, \$5\$ p7 gross, less io and 5 per cemi. For further particulars call on or address H. B. FOULD, \$1\$ Sixth Avenue, New York.

DECEIVER'S SALE—By order of Superior Lourt of Pierce County, State of Washington, I will, on Tuesday, August 10th, 187, sell to the Ledger Publishing Company, of Tacons, Washington, including good-will, Associated Press franchise, printing presses, typesettiag machines, office fixtures, book accounts and all the property of every kind and description sald company. O. B. HATDER, Receiver.

ADVERTISING MEDIA.

A DVERTISE in THE BOOK-KEEPER, Detroit,

HARDWARE DEALERS' MAGAZINE. Work.

40 WORDS, 5 times, 25 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

L A COSTE'S List. Good papers in active cities. Rates low. 38 Park Row, New York. ENTERPRISE,

W HEELING NEWS, 7,500 daily. Only English eve'g paper in city 40,000. LA COSTE, N. Y.

A DVERTISERS' GUIDE, New Market, N. J. 6c line, Circ'n 3,000. Close 24th. Sample free

A NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

L ARGEST circulation of any daily newspaper in Williamsport, the GAZETTE and BULLETIN; 6,000 D., 4,000 W. LA COSTE, New York.

DAYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods. LA COSTE, New York.

THE PIQUA CALL "wants" advertisers who want results. Larger circ. than all othe Piqua dailies combined. LA COSTE, New York. L EADING newspapers in Southwestern Ohio (outside Cincinnati), Dayton Morning Times and Evening News, 14,000 daily. LA COSTE, N. Y.

THE Parkersburg, W. Va., SENTINEL, daily, is credited with the largest circulation ac-corded to any paper in Parkersburg or in Wood County.

THE TIMES-UNION is read by progressive, in-dustrious and active men and women. Its circulation is larger than that of all the other Albany dailies combined, hence its value as an advertising medium. JOHN H. FARRELL, edi-tor and proprietor, Albany, N. Y.

ADVERTISEMENT CONSTRUCTORS.

## 66 A SK LEWIS ABOUT IT."

CLARENCE F. CHATFIELD, 179 Front St., Owego, Tioga Co., N. Y.

CHARLES J. ZINGG, Farmington, Maine. Writing and printing for advertisers.

2 TRIAL ads for your business, \$1. JED SCAR BORO, 20 Morton St., Brooklyn, N. Y.

GILLAM & SHAUGHNESSY, Advertisers, 623 & 624 Temple Court, New York. Write. OPTICIANS' ads. 2c. stamp for booklet. C. W. BRADLEY, 49 Niagara St., Buffalo, N. Y.

R. L. CURRAN, Ads. Illustrations, Booklets, Photographs. 150 Nassau St., New York. E. ST. ELMO LEWIS, Mgr. THE ADVERTIS. ERS' AGENCY, Penn Mutual Bldg., Phila.

66 A SK LEWIS ABOUT IT" when your ads need a doctor. THE ADVERTISERS' AGENCY, 983-925 927 Chestnut St., Philadelphia.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

PICTURES, with an ad in them—they are Brill's.

Philadelphia.

Buffalo, Detroit. Send for prices and carping.

CHARLES J. SHEARER, for eight years adver-tising manager for Strawbridge & Clothier, Philadelphia, is now giving his entire attention to be planning, writing and placing of advertis-ry of the planning, writing and small. Write him, President THE, ADVERTREER AGENCY, Pena Mutual Bidg., Philadelphia. Branches, Buffalo and Detroit.

WOLSTAN DIXEY, Writer of Advertising, 160 Nassau St., New York. Send for my little booklet. "Business." It's free. It tells some things advertisers ought to know. 

A LL the borders and type used in PRINTERS' INK are at the disposal of people who have their advertisements put in type by me. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Sprace Sk., New York City.

MEDICAL AND DRUG ADVERTISERS M EDICAL AND DRUG ADVERTISERS detail, and to have their advertising done with the maximum of effectivenes, should consult E. R. (1997). The state of the state of

SUCCESSFUL MEDICAL ADVERTISING.
In 1886 Mr. Lewis, General Manager of The
Office of the Diphtheria Anticoria edvertising of the
H. K. Mulford Co., Philadelphia and Chicago.
Anticoria was a new thing. It had no history—
it had to fight the prejudices of professional conservatism. Everybody said it was going to be

are returned. The production is provisional to be a failure.

Mr. Lewis thought differently.
So did the fullord Co., after a plan of campaign had been outlined.

During the past season the H. K. Mulford Co. sold more Diphtheria Antitoxin in this country than all the other firms who went into its manifacture or importation, combined.

Mr. Lewis planned, wrote. designed and placed all the advertising of the H. K. Mulford Co., in The success was tremendous. It was the best antitoxin on the market—it was well advertised. That was the secret.

Mr. Lewis is in a position to give exclusive personal attention to medical and drug advertisers who wish to sell more goods through their advertising.

sing.
Mr. Lewis will plan, design, write or place ad-ertising for reputable firms only.
If you write postals, you waste your money.

## THE SELLING OF LAND.

In every town and city there is some man, some woman or some estate which owns a large Nine times in ten these tracts are platted and laid out into lots.

Most always a local real estate agent has charge of the sale of these lots, and in a great majority of cases he makes a "fissie" of the

whole thing.

The lots are fastened down, of course, and can't get away, but the taxes have got to be paid just the same.

While it is occasionally profitable to hold on to land, waiting for it to grow in value, it is often more profitable to sell quickly—to turn lots into ready money without delay, to turn lots into ready money without delay, the advertising specialist is put to a crucial test.

It is a branch of advertising that calls for consummate skill and the most discriminating judgment.

summate judgment.

nument. No two cases should be handled exactly alike. Local conditions must be weighed and measured, and conclusions must not be jumped at. The plan must be laid out with calm deliberation, and its execution must be carried out with strict attention to details.

strict attention to details.

Our latest success has been a big sale of lots in a Michigan city.

The whole success has been a big sale of lots in a Michigan city.

The whole material out our plans with remarkably good results.

It is usually necessary for a member of our firm to visit the city or fown where the sale is to take place.

For the benefit of vertisers of America l that in its pages may nouncements of the every State, every in every great city. Pret pains to keep its adve and to keep out parer An examination of th of Printers' Ink, for a years, will show that the advertised there and the not.—Printers' Ink, July 21st 18

if its readers, the ada Printers' Ink desires may be found the anh leading papers of inportant section and RUTERS' INK takes special advertising pages select arers of small account. the advertising pages o a year or for five at the great papers are not the small papers are Ist 1897.

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

13 Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers. Lef For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 180) the end of the century, possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate. Lef Publishers dealring to subscribe for Panyrass INK for the benefit of advg. patrons may, on application, obtain special confidential terms. Lef If any person who has not paid for it is resubscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor, PRTER DOUGAN, Manager of Advertising and Subscription Department.

New York Offices: No. 10 Spruce Street. London Agent, F. W. Sears, 108 Fleet St.

NEW YORK, AUGUST 4, 1897.

THE New York Sun announces that the circulation of the Sun in New York is double that of the New York Herald and greater than the combined circulation of the Herald, Times and Tribune.

MAETERLINCK says: "It is not enough to possess a truth; it is essential that the truth should possess us." Unless one is enthusiastic one's self, how can one expect to render others The moral to advertisers is so? obvious enough.

GLADSTONE is noted for his ability to hit the nail on the head. Without doubt he did so when he said: "The power of advertising is enormous. It appears, if we consult those who have made successful use of this extraordinary instrument, that it depends wholly on producing an impression upon the public by iteration or the constant repetition of the same thing.

THE Association for Improving the Condition of the Poor, of New York City, issues a pamphlet which Dr. Tolman, the general agent, sends to PRINTERS' INK as a specimen of "philanthropic advertising." It consists of a story of the tenements and a fresh air fund, written by Sam'l Hopkins Adams, and entitled, "Blinky, a Story of the East Side." When you have read the story through, an appeal is made for contributions to continue the work described in the narrative. It seems to be a happy idea; for it starts out to stir up your emotions, with the ultimate result of stirring up the contents of your pocket-book.

## A FIELD ALREADY COVERED.

CAZENOVIA, N. Y., July 22, 1897.

Editor of PRINTERS' INK :

Editior of PRINTERS' INK:

I write you to see if you can give me some information in regard to the publishing of church papers. In publishing them weekly or monthly could they be made to pay by depending on the advertising, the publishing for ten or fifteen churches being the idea. What should be charged for the space, etc.? I am an enthusiastic reader of PRINTERS' INK, but have never seen anything in the paper yet bearing directly on this particular subject. Hoping to hear from you as soon as is convenient, I remain, yours respectfully,

Care of C. H. Wilbur, Y. M. C. A. Bidg., Elmira, N. Y.

The Church Press Association of

The Church Press Association of Philadelphia gets out papers on the plan indicated, except that the churches pay for their papers. Their address is 10 South 18th street .- [ED. P. I.

SHOULD ALLOW FOR ONE IN-SERTION.

Office of "THE YPSILANTI SENTINEL." Established 1843. YPSILANTI, Mich., July 22, 1897. Editor of PRINTERS' INK:

What constitutes four months' advertis-ing? Until now I have always given 17 insertions of an advertisement when given an sertions of an advertisement when given an order for four months, and have never had it disputed. On March toth last I began to insert a plate for the W. L. Douglas Shoe Co., who have always paid me before this upon completion of 17 insertions. The ad was properly placed in the issues of March 10, properly placed in the issues of March 10, 17, 24, 31, April 7, 14, 25, 28, May 5, 28, 19, 26, June 2, 9, 16, 23, 30—17 insertions. The firm now claim three more insertions, two to complete order and one to make up for an alleged misplacement of the ad (the checked issue being merely technical, as the position was identical with that accepted before and after). In offered to settle under protest by after). I offered to settle, under protest, by deducting claim for one week, but they de-mand all three. Their claim is evidently based upon the calendar months, although these two more insertions would have carried them beyond July 10.

If I have given 17 correct insertions have I filled the contract? M. T. WOODRUFF,
Publisher Sentinel.

Four months' insertion of an advertisement means insertion in all the issues printed during four months. This advertisement began with the second issue in March. It therefore requires one insertion in July to complete the work. Fifty-two issues usually constitute a year, but about once in six years the day of publication will come on both the first and the last day of the year. In such a case it takes fiftythree insertions to complete the contract.-[ED. P. I.

THE higher the circulation of a medium the cheaper its advertising rates.

## WHAT IS NEWSPAPER "CIRCU-LATION"?

THE WASHINGTON "EVENING STAR'S" VIEW OF THE SUBJECT.

Editor of PRINTERS' INK:

Editor of PRINTERS' INK:

It is always regarded as presumptuous when a learner differs from a teacher; but the Evening Star must dissent from the opinion of PRINTERS' INK when the "Little Schoolmaster" says, in its issue of July 21st, that the Star "attempts too much" and "does wrong" in deducting from its circulation statements all copies of the paper returned to or left in the office unsold.

This course the Star thinks is the only

This course the Star thinks is the only honest and proper one for a newspaper to pursue. It maintains that the measure of value to an advertiser is the publicity his announcement receives-that is, the number announcement receives—that is, the number of papers actually sold and circulated, not the number of copies merely printed. The present price of printing paper is so low that an unscrupulous publisher can well afford to print twice as many papers as he circulates, in order to make a good showing; and that many of them do this is conclusively shown e wagon loads of returned or uncirculated papers that any observing person can lated papers that any observing person can see carted back to printing offices, and from printing offices to the railway, en route for the paper mill. This practice can easily be made profitable to the swindling publisher, because the profits on a single large advertis-ing contract obtained by these fraudulent methods will much more than pay for the white paper required to make the showing, to say nothing of future business hoped for and the permanent higher circulation rating and the permanent higher circulation rating he is thus able to get in newspaper direct-

The Star holds that the number of copies printed is no evidence whatever—not even a reliable indication—of the circulation of a newspaper, and it is amazed that the "Little Schoolmaster" or any reasoning being should seriously argue that it is. The Star believes and acts on the theory that an advertiser is entitled to know the exact number of copies of a paper that presumably reaches the eye of a reader—a probable customer. It, there-fore, furnishes this precise information in every one of its statements. And, believing that quality as well as extent of circulation anat quanty as well as extent of circulation enters into the value of publicity desired by an advertiser, it goes still further, and is ready and glad to show to its advertising patrons exactly where every copy thus accounted for goes—that is, how many papers are regularly delivered at the doors of permanent subscribers; how of permanent subscribers; how many sold over the counter; how many sold to street newsboys; how many supplied to hotels and news agents; how many sent by express and by mail, etc.

The May doesn't claim or intimate that all publishers who are unwilling to do the same thing are dishonest; but it believes that a person who pays for anything is entitled to know exactly what he is getting. It is, therefore, willing to give to its customers just as specific a value for their money as a merchant is expected to give when he is required to weigh out a pound of groceries or measure of a yard of stuff for his customers. This has been the theory and practice of the Ster since it came into the hands of its Star since it came into the hands of its present management—now nearly a third of a century ago—and this will be its policy while it remains in their hands, whatever other papers may do or not do.

Not only is this policy right in itself, but the Star has found it in the highest degree profitable, in obtaining and holding the patronage and confidence of a wide circle of customers. Can any one doubt that a strict adherence to the same course by the news-papers of the country would at once place their business on a higher moral plane and make it more remunerative in the end? make it more remunerative in the end?

THE EVENING STAR NEWSPAPER Co., Per S. H. K.

Washington, July 22, 1897.

Mr. Kauffmann, President of the Washington Evening Star Newspaper Company, is, as a ruie, one of the most accurate of men, but in this matter of circulation he is wrong. What an advertiser wants to know is how many copies of the paper will be put out to-day or to-morrow morning, or next week, or-for a year to come. But as this can not be ascertained in advance, he likes to know how many were put out vesterday or last week, or of each issue for a month or a year, for he believes with Patrick Henry, who knew "no way of judging of the future but by the past," and coincides with Montague, who believed that 'whoever has considered the present state of things might conclude with certainty as to both the future and the past." To learn, then, how many copies of the paper were or will be printed to-morrow the advertiser will base his opinion upon the issue of yesterday. Yesterday, however, is a movable date, and a directory editor can not deal with it, so he strives to set down the number printed on every separate day for a year or for six months. The number printed is what the directory editor wants, because that is known at the time and can be set down then and there with no chance for mistakes or oversight. The Star, it seems, keeps a record of returns, or unsold copies; possibly it may have a neighbor who does not, yet that neighbor will claim that its circulation figures are just as exact, nei, accurate, as any other, and the advertiser will be inclined to believe him. A successful country weekly "wets down two reams"—that is 960 sheets. The editor finds that enough to supply the demand and rarely knows to a certainty just how many copies he actually sells. The number is probably about 900, but should be count up and report 900 copies net, the advertiser would not listen to his statement with so much confidence as to the old-time "I wet down two reams." Mr. Kauffmann is probably wrong in supposing any publisher ever prints a great many

more papers than he has use for. He may take chances, and sometimes, perhaps, a pretty heavy percentage of papers comes back; but then, on the other hand, by sending out his papers so freely he catches many a man who would otherwise have bought another paper or gone without. There is much to be said in favor of sending out papers freely. Then for that matter what does the word circulation mean? Turn to the Standard Dictionary and read: Circulate-" To move by a circuitous route back to the starting point." Mr. Kauffmann's neighbors who get their papers back, if there are any such, might change that. Only those copies of the Evening Star that come back are really circulated. By circulation the advertiser means the number of copies printed. To at-tempt to tell more is to attempt too much. If you tell how many you print, your neighbors will tell how many come back unsold and advertisers will judge accordingly. Because a copy of the Evening Star is read more carefully and by more people than a copy of another paper is no reason why the Star should state its circulation at 31,192 when it actually prints 32,000 copies or more. Perhaps it would help matters to substitute for circulation the word edition .- [EDITOR PRINTERS' INK.

## LISTS OF ARTISTS.

Office of
THE GARFORD MFG. Co.,
Makers of Garford Cycle Saddles.
ELYRIA, Ohio, July 26, 1897. ]
Editor of Printers' Ink:

Will you kindly inform me where I can obtain a list of the prominent artists of the country if any such a list is compiled? Very truly yours,

GARFORD MrG. Co.

D. B. Andrews, Advg. Mgr.

The catalogue of the annual exhibition of the Society of American Artists, 215 W. 57th street, N. Y.; that of the National Academy of Design, New York (price 50 cents), and that of the American Water Color Society, care of the National Academy of Design, in New York, all contain lists of artists, prominent and otherwise. By consulting these and interviewing some one familiar with the relative standing of artists, Mr. Andrews can probably obtain what he wants,—[ED. P. I.

It is not a matter of morality, but a matter of pure commercial policy, to put only honest statements into one's advertising. FOR TWENTY-NINE YEARS.

The publication in Printers' Ink for July 28th of thirty odd pages of gleanings from advance sheets of the American Newspaper Directory for September, 1897, is a pretty effective method for making known the faults as well as the reliability of the Directory circulation ratings. When a paragraph goes the rounds asserting that: The Bigtown Bugle is credited with the largest circulation accorded to any paper in Bigtown or in Bigtown County or in the First Congressional District or in the State; and the fact is that the Smallweed Enterprise prints more copies than the Bugle, the people in that State, Congressional District, county and in those rival towns are likely to read comments upon the unreliability of the so-called news-paper misdirectory. The fact that the statements that compose the "gleanings" are so generally received without question speaks volumes for the care with which the quarterly revisions of the Directory are conducted. was seventeen years ago (in August, 1880) that the Chicago Daily News spoke of this book in the commendatory terms, as follows:

Messrs. Geo P. Rowell & Co.'s American Newspaper Directory has long since earned the reputation of being the best of its character. It contains the results of patient, expensive and systematic effort to secure all attainable information of interest concerning American newspapers. The work has been honestly done. This will not be questioned by any unprejudiced examiner. The most important question is circulation. In attempting to give this information the editor of the Directory encounters his most difficult work. As a rule, newspaper publishers lie, directly or indirectly, concerning the circulations of their papers. It is the aim and necessity of the Directory to give the truth instead. The result of this difference of purpose is inevitable—a great deal of criticism and abuse from publishers whose untruthful statements have not been accepted by the editor of the Directory. The attacks of papers of this class upon the corrections of the Directory have, however, been unsuccessful in affecting general confidence in the character of the work, and Geo. P. Rowell & Co.'s American Newspaper Directory is to-day the dependence and guide, in a greater or less degree, of every large advertiser in the country.

THE standing of a newspaper is like wine. It improves with age. It has seemed to me that the trade-bringing powers of newspapers for legitimate merchandisers depend as much upon the age of the publication and the confidence which the public has in it as it does upon the width of its circulation.—Philip A. Conne.

#### CALIGRAPH ADVERTISING.

MR. JOHN M'CARTHY, TREASURER OF THE AMERICAN WRITING MACHINE COMPANY, TELLS SOME FACTS ABOUT IT-THE CALIGRAPH CORNER-RE-LIGIOUS JOURNALS AS MEDIA - A FAVORITE POSITION-OTHER INTER-ESTING FACTS.

"It Outlasts Them Ail" is the dis- charge of the advertising, too." tinctive claim emblazoned on all the literature issued by the American me," said the representative of PRINTufacturers of the well-known "Caligraph" typewriter, whose offices at 237 becomeso well identified with that product that people allude to the location as our favorite amount. As for position,

the "Caligraph Corner." That has become a pretty good advertisement for them, too, by the way. In conversation with Mr. John McCarthy, the treasurer of the company, he says that is the only reason why they stay there.

"Why," says he, "you wouldn't suppose that otherwise we'd be content to crowd ourselves into such a cubby-hole. Just Ten think of it! of us working, for instance, in what wouldn't otherwise be space enough for three.

I suppose, in the end, we'll have to it must retain attention out of all proclear out, but it will be hard to asso- portion to them." ciate Caligraph with any other place as readily as we have done with this."

"But you've moved your factory

often enough?'

"Oh, that's different," rejoined Mr. McCarthy; "we've had to—enlarged demand, you know. We started in this city. Then we removed to Corry, Pa. That was a mistake. Then to ally go into many publications which Hartford, Conn. In 1895 we got into we used to use continuously. As we our present factory at Bridgeport, and are firm adherents of advertising, the Meanwhile, however, we've held this cause of the hard times.' corner continuously for twelve years, and even when the general offices of of media?"

the company were in Hartford, this was the main branch."

"Who are your officers?"

"Mr. Eugene G. Blackford, the wellknown Fish Commissioner, is now president, and your humble servant is treasurer and general utility man."

"Sort of Pooh-Bah, hey?" "Have to be. Oh, yes; I have

"That's the business that brought Writing Machine Company, the man- ERS' INK; "in what media do you mainly advertise?"

"We advertise very extensively in Broadway, corner of Park Place, have the magazines, taking, in almost all instances, one-quarter pages. That is

we aim to get, and usually secure, the upper right - hand corner of a righthand page. And we don't have to pay a special rate for it, but I presume that is because our competitors don't recognize the advantage of the position. As for myself, I don't think any other spot comparable with it, whether you turn the leaves from the front or the back. Your eyes will first fall on that place, and if your advertisement is as attractive as the others on the corresponding pages,



JOHN McCARTHY.

"Do you go into trade journals?" "Into very few of them, with the exception of medical journals; we also have used the illustrated weeklies. Some years ago we employed the daily papers, too, but we have discontinued. We've used the religious publications, 1880 at 213 West Thirty-first street, and think they are excelient. In fact, we still use the Outlook. We occasion-I guess we're going to stay there. only reason we cut down at all was be-

"How do you get at the circulation

"As we only advertise in standard that one-quarter page. That's all the ones, we don't. We don't care to go space will stand. bekind the returns. The American Newspaper Directory and Lord & Thomas' are good enough for us. are among that conservative contingent who are content to accept the judgment of those who have spent their time in trying to find out."

"Through whom do you place your

appropriation?"

"Direct, except in magazines. In these through J. Walter Thompson." "Do you use the street cars?"

"Never use them or the L, and have only used posters once. Then we had the distinction of being the first typewriter people who ever used so large a one as ours, a four-sheet poster. Among other advertising methods, we did for a time publish a monthly-what we called 'The Caligraph Bulletin' -a 10x12-inch, four-page sheet, devoted to our interests. But we have replaced this with booklets for general distribution."

"Do you go into programmes or oc-

casional publications?"

"Very rarely into anything ephem-We are in all the monthly export publications, for we believe in and have built up a large foreign trade. Hardly a day passes that doesn't bring us one or more foreign orders."

"I believe you have some foreign

depots?

'Ouite a number. We are represented all over the world, wherever the typewriter is in commercial demand."

'On what basis?"

"The dealers buy from us outright, and we reserve territory for them on their guarantee to sell a specified num-

her of caligraphs each year." "Do you try to trace results on ads?"

"No, we never try to key them, as so many do. We are content to receive the replies, and try to follow them up through our general dealers. the general returns are good, and on the whole they have been so, we are content. We regard our advertising as successful if it provokes inquiry, and we are glad to send out literature when requested, for we believe that every inquirer is sincere when he asks. You will understand by this that we mean that he must be animated by the desire for a typewriter before he'll go to the trouble of inquiring.'

"What is the trend of your maga-

zine advertising?

"To incorporate just one idea in

"What do you mean by 'it outlasts

them all'?"

"Just what we say-that the life of a Caligraph is longer than that of the best of its competitors. Some of the machines manufactured when we first began-in 1880-are still in use, and almost as good as ever. It is the 'one-hoss shay' of typewriters."

"Can you tell the proportion of sales

to inquiries?"

"We might, perhaps, but for the trouble, for the inquiries are all referred to our local dealers."

"Is your appropriation a stated amount?"

"No; it varies from year to year, depending upon conditions. And then special appropriations, when we have anything new to push, may swell the J. W. SCHWARTZ. amount.

#### NO SPECIAL POSITION NEEDED.

NO SPECIAL POSITION NEEDED.

There are always so many thousands out of employment that "want" advertisements attract the attention of multitudes and are promptly responded to. The daily newspaper is eagerly scanned by the anxious throng in search of situations, and it is not necessary for the advertiser to demand position next to reading matter, for fear his notice may not be read. The obscurest position in the most obscure newspaper for this class of advertising would bring more responses than desired,—I rofitable Advertising.

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



44 THE ILLUSTRATED AMERICAN. 19

By Fred H. Clifford.

It may be interesting to the readers of PRINTERS' INK to know how a marketman of Bangor, Me., has kept up his advertising through the summer months, and, what is fully as pleasing to the marketman as to the reader, has found that it paid him well.

The marketman in question uses two inches, single column, every other day in the three dailies of his town, and runs each ad but once.

In June he began a series of small

"From weir to market." Everybody can buy Penobscot River Salmon now-prices are very moderate. Fresh Spinach, Tomatoes, Green Beets, eas and Beans—all early garden vege-ables—received daily at S MARKET.

AD NO. I.

NOTHING BETTER FOR DINNER THAN PENOBSCOT RIVER

> Spinach, Beans, Peas, and all other early Garden Vegetables fresh every day at

FICKETT'S MARKET. St. Broad St.

AD NO. 2.

ads on salmon, telling a new story each time and working in a brief mention of the early garden vegetables he received fresh every day. Ads Nos. I and 2 are good samples of his salmon ads.

Later in the month spring chickens and spring lamb came in for a good share of publicity, and their newspaper notoriety (paid for at so much per) lasted until well into July. Nos. 3 and 4 are specimens of these ads.

Every now and then the marketman has a few words to say about his shop tically advertises his as a model mar--how clean and neat it is; how the ket, and is very careful to see that his

SUMMER MARKET ADVERTISING. best of meats, fish and vegetables are always to be found there; how patrons

#### Your Dinner

can't be bettered if you have tender

#### Spring Lamb:

also new potatoes, and some fresh garden vegetables from

MARKET.

	ND 1104 32	
ထွိ	000000000000000000000000000000000000000	
8	SPRING	5
8	==== LAMB ===== }	
. 8	OR	3
8	——CHICKENS——	3
- 8	WILL-	3
8	SATISFY ====	3
Ø	JULY —	3
×	APPETITES -	3
8	FICKETT'S MARKET	3
οğ	000000000000000000000000000000000000000	20

AD NO. 4.

always receive prompt and courteous attention, how scarce are errors in the taking and filling of orders, and how goods from his market are delivered safely and at an early hour. He prac-

#### A MODEL MARKET

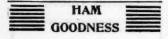
is always cool, clean and neat, has only the best of meats, fish and vegetables; and orders taken there are accurately filled and promptly delivered. That's the condition of affairs at

MARKET, 12 Broad St.

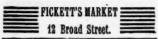
AD NO. 5.

ads tell the truth. No. 5 is one of his " market excellence" ads.

Just now this marketman is advertising the slicing and selling at retail of Ferris hams. Heretofore only the whole hams have been sold in his town, and this marketman has made a hit by cutting Ferris hams "as little or as much as you want." No. 6



s is sure to be found in FERRIS S HAMS, if in no others. You can get the Ferris sliced—as \$ little or as much as you want-at }



AD NO. 6.

is a fair specimen of the ham announcements.

This marketman does not always confine his ads to two inches. If he has a special announcement to make, he buys enough newspaper space to tell all he has to tell in good style, and takes care that the space isn't crowded. He believes in brevity in ads, very much prefers the third person in all his announcements, and seldom writes of "me," "myself," or "my market."

THE ADVERTISING DEPARTMENT.

The advertising department in all newspapers outranks the holy of holies of former years, where sat the editor in state or intestate and made the world bow and do him reverence. To day the manager of the adrevertising department is to a newspaper what Postum Cereal or Celery Compound or Hood's Sarsaparilla professes to be to the brain and blood organism of the human body. The advertising department is the fountain from which is drawn that circulating medium which permits the managing editor to go to Yellowstone Park during the heat of summer, to Rome or Italy's sunny slopes in win-ter. It furnishes the power to pay dividends, buy mammoth presses, typesetting machines, hire fast mail trains and get the "dough" to make the "ghost walk."—National Printer Journalist, Chicago.

#### MONOTONOUS.

"Yes," said the editor of the picture paper, "he's a very good artist, I have only one fault to find with him." "What is that?"

"His style is getting monotonous. He drew two portraits of the same woman, and he made them both look alike."—Cleveland RAILROAD ADVERTISING.

The managers of the Joint Traffic Associa-tion have adopted the following resolutions: Whereas, Organized societies, associations, commercial companies, trade organizations, theatrical, amusement and baseball companies nies and other similar bodies, as well as mercantile firms, publish or control special issues of periodicals, circulars, prospectuses, cata-logues, advertisements, programmes of en-tertainments, etc., or displayed advertising

tertainments, compared to the mediums; and whereas, The use of such channels of rail-road advertising, whether in the freight or passenger departments, and whether paid for in cash or in transportation, or in part by the keep and may be equivalent to uneach, has been and may be equivalent to un-authorized reductions of published rates of fares and the undue and preferential control

of business; therefore, be it
Resolved, That no company party to the
Joint Traffic Association shall from and
after August 1, 1897, publish or participate
in any advertisements in any publications of

said character.

Resolved, That after said date advertising shall be confined to regularly published standard newspapers and periodicals of general circulation, published at regular intervals. In contracting for advertising in such mediums, and in issuing transportation therefor, it shall be stipulated and agreed that such transportation shall be confined to the bona fide proprietors, publishers, additions. bona fide proprietors, publishers, editors, officers, employees, or attaches of such authorized publications, and members of their immediate families.—New York Commercial Advertiser, July 26, 1807.

THE SECRET OF GOOD ADVERTISING, In a recent interview in the Louisville Courier-Journal, Robert Bonner is reported

as saying:

"One of the secrets of good advertising is to have your advertisements unlike those of any other man. If all advertisements in a paper are displayed, that is equal to no dis-play. My advertisements were always origiplay. My advertisements were always origi-nal; they attracted attention, and the pub-lishers of the papers who were averse to a display objected to them. Once the elder Bennett sent word that I must use less capitals. I answered that I would not use any, and repeated one sentence announcing a nestory over and over again to the extent of several columns without a break."

#### PHOTOGRAVURE.

The photogravure is not printed from plates or blocks as in the case with all other forms, but from films. This process is expensive, but it produces a picture equal or superior to the platinum-finished photograph, and of about the same character. In this case the printing must be done by the company making the photogravure.—Advertising Experience, Chicago.

#### NO ADVANTAGE TAKEN.

"Do you really adhere to the one-price

"We do," said the merchant. "A young married man can buy as cheaply of us as the most experienced matron."—Cincinnati Enquirer.

#### A LIGHT SENTENCE.

Poet-Let me tell you, sir, that poem cost me a week's hard labor.

Editor (who has read it)—Is that all? If I'd had the passing of the sentence, you'd have got a month.—Tit-Bits.

#### NOTES

A KENTUCKY editor has the following announcement standing in his columns: "A first-class paper, entered as second-class matter in a third-class post-office."—Memphis (Tenn.) Commercial Appeal.

To a reporter who recently asked him to take part in a symposium on "How to Make Money," Phil Armour, the Chicago millionaire, is said to have replied: "Young man, put it down that the Armours don't know how to make anything but sausages, and that they never answer fool questions."

THE Illinois Legislature at its last session THE Illinois Legislature at its last session passed an act to prohibit the publication or circulation of false advertising matter, prescribing a penalty for any person, firm or corporation sensationally advertising goods or merchandise for sale at a false price. This law went into effect July 1st.—Ad Sense, Chicago, for July.

ONE of the latest tricks of the inventive advertising man is to rig up some one as a gawky countryman who goes from store to store, wanting to know if any one there" has seen Bill Smith," etc., and managing to lug into the conversation some mention of the article or the entertainment he is advertising. Like all very "smart" tricks, however, this could hardly be tried successfully more than once—Golden Rule.

THE ORIGIN OF THE NECKLESS HEAD.

I had been puzzled for some time trying to select a trade-mark that would both represeriet a trade-mark that would obt repre-sent the business and also identify me per-sonally with it. While idly cutting one of my photos as an experiment I accidentally severed the head from the other part. It thereupon occurred to me as being just the illustration needed, since it was both original and peculiarly adapted for my facial soap. When carried out as you see, the idea was so successful that I have used no other since.— John H. Woodbury.

#### THOMAS LIPTON.

Mr. Thomas Liption, who is now in this country, is not only supposedly the largest tea dealer in the world, but has recently given a notable donation—\$r25,000—to the Princess of Wales Jubilee Dinner Fund. Twenty years ago Mr. Lipton went from Ireland to Glasgow and opened a little shop, His capital was \$500. He has now large shops in every town and city in Great Britain.

Outlook, New Yerk.

#### ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

#### MISSOURI.

COVERS the field—St. Joseph Herald—8,000 d., 8,000 S., 9,000 w. LA COSTE, New York.

#### NEW YORK.

BINGHAMTON LEADER.

DINGHAMTON LEADER, first-class penny afternoon paper. Most important daily in that city, commanding the respect and confidence of the commanding the respect and confidence of the commanding the respect and confidence of the command abroad. Average circulation covering every issue 1886, paily, 8,469, Week Command of the circulation weekly than all the other Binghamton weekly than all the other Binghamton weeklies combined. THE S. C. BECK WITH STATE OF THE S. C. BECK WITH STATE

BINGHAMTON LEADER, the tea table favorite.

DINGHAMTON LEADER, leading afternoon paper and the favorite family medium. JINGHAMTON LEADER, the home paper, filled in Juliof live local and general news; no boiler plate, no fake features, but a legitimate paper commanding the confidence of its constituency.

#### OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES NEWS, 14,000 daily, 4,500 weekly. LA COSTE, New York.

Weekly, Lin Coble, New 1011.

YOUNGETOWN, O., Sunday News; established 15 years; 2 cents a copy; sworn circ'n 4.230 copies. Reaches the best homes. Rates 20c. incl. Witte C. M. SHAFFER & CO., Youngstown, O.

#### TEXAS.

GALVESTON TRIBUNE.

LALVESTON TRIBUNE, a money winner.

ALVESTON TRIBUNE, the most influential.

GALVESTON TRIBUNE, prosperous and pow-erful. Leads the afternoon procession.

CALVESTON TRIBUNE makes money for it uself and will make it for you. Thoroughly up to date, with all modern mechanical appliances. A live paper for live people.

GALVESTON TRIBUNE, every copy counts.
City circulation larger than any newspaper in Texas. A dividend-paying medium, backed by the brains and capital of the city.

oy use uranns and capital of the city.

CALVESTON TRIBUNE, Daily four pages,
U Weekly eight pages, all live, prosperous papers, published by the Galveston Pub. Co., W. F.
Ladd, Pres.; Chas. Fowler, Vice Pres.; George
Sealy, Trens.; Fred Chae, Sec'y and Bus. Man.;
Clarence Ousley, Editor. S. C. Beck with Special
Agency, solo asgents.

#### WASHINGTON.

HE "P.-I."

SEATTLE POST-INTELLIGENCER.

#### WEST VIRGINIA.

WHEELING NEWS, 7,500 daily. Only English eve'g paper in city 40,000. LA COSTE, N. Y.

#### Displayed Advertisements.

Must be handed in one week in advance. 50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. ..................

### Walter C. Swart

Advertising Agent ....

Placing advertise-ments for insur-ance companies anywhere, any and agents a spe-cialty.

Any advertise-ment placed in the placed time, for reli-able people.

P. O. Box 830

128 Wall Street Schenectady, N.Y.

#### ARE YOU SCRIBBLING VET?--don't.

It's out of date -

and every one knows you can get

#### A NEW AMERICAN TYPEWRITER

that will do unexcelled work rapidly and easily - the latest model of the ONLY successful low-priced typewriter.

**AUTHORS** LAWYERS MERCHANTS

DOCTORS MINISTERS All Use It!

For catalogue and samples free mention PRINTERS' INK.

American Typewriter Co. 269 Broadway, New York.



Didn't know gold when they saw it. A gold mine

is open to every advertiser who places a contract for advertising in the five papers of

#### LANE'S LIST.

Go in before the flat rate is adopted; you can get a yearly discount of 20 per cent, if you act now. Don't you know about it? A postal inquiry brings particulars.

WALTER D. STINSON P. O. Box 434,

It will only cost vou



Marine Ma

to learn all about the

#### imes-Union

It has a larger paid circulation than all the other Albany dailies combined.

John H. Farrell.

**E** It is the only one

## The Agent's

has the honor of being the only true Agent's Paper published in the whole worl d

Completed its One Hundredth successful month with the April issue.

\$\text{S It pays advertisers wanting Agents }\text{?} or mail orders. That's why hundreds use its columns year after year.

Advertising of 40 cents on yearly orders; cash monthly in advance, or send through any reliable

It is worth your while to send a quarter, for a full year's subscription. Address

AGENT'S GUIDE,

New York.

#### "New England's Family Paper."

...THE ...

The average circulation of the TRAN SCRIPT in 1806 was

23,472

More than one-half of the TRANSCRIPT's readers live in Maine: nine-tenths of them live in New England.

#### Draw Your Own Conclusions.

Will it pay you to advertise in a paper of literary merit, the favorite of 23,100 New England households?

#### The Cost is Moderate.

A 4-inch ad costs \$163.80 for six months. The same ad next pure reading matter costs \$180.18. Why not write us?

TRANSCRIPT CO. Portland.

Volume XI. Number 42.

Constant in its influence. Unceasing in its efforts

#### Special Advertisina

OF PARTICULAR THINGS BRINGS SPECIAL PRIVILEGES

in Select Mediums

The Mason His Family Identify yourself with

### The American

The Largest General Circulation of any Masonic Magazine in the World.

DETROIT, MICH. CHICAGO, ILL. LONDON, ENG. -----

#### FRIENDS' PUBLICATIONS.

These are the only mediums to reach the great body of Friends in the United States and Canada. The Friends are a well-to-do and thrifty people, and have great confidence in anything advertised in the periodicals of the Church.

The Teachers' Quarterly is published for the Sabbath School Super-intendents and Teachers.

The Advanced Quarterly is intended for the main body of the Sabhath School

The Intermediate Quarterly

The Intermediate quarterly is for a younger class of pupils.

The Primary Quarterly is for the infant class. These Quarterlies have a combined circulation of over 31,000, and are kept in the homes for

31,000, and are kept in the homes for three months; the advertisements can not fail to attract attention.

Our Youth's Friend is a literary paper for young people. The average circulation for the past year has been 11,119. Our Little Folk's Magazine is intended for the little ones. Mothers are de 'lighted with it, and any advertisement in it must claim their attention.

ment in it must claim for the Christian Arbitrator. The Christian Arbitrator. This is the Friends' publication on Peace Arbitration. The circulation is and Arbitration. The circulation is largely among ministers and educators. It is a very valuable medium for certain lines of advertising. Entire circulation of the papers is over 50,000.

FOR RATES APPLY TO THE Publishing Association of Friends, CHICACO, ILL.

Make . . Advertising Pav .

OF JERSEY CITY, N. J.,

Was a daily visitor during 1896 to no less than

#### 15,035 Families

in the wealthy suburban population of Hudson County.

The MEDIUM that reaches 15,035 families must pay advertisers.

#### The St. Joseph Daily Herald.

An Eight-Page, Seven Col-umn Newspaper, containing Telegraphic Reports from all portions of the world. All the news of St. Joseph and the Great Northwest. Intelligent editorial and garefully selected miscellany.

carefully selected miscellany. Full, complete and absolutely correct market reports.

ly correct market reports.
Special correspondence
from Capitals of neighboring
States. Published every day
in the year. Mailed to subscribers at six dollars per
year, in advance. We cater
to a class of readers that will pay advertisers to cultivate.

8,000 - - Daily

Sunday 8,000 9,000 Weekly

\$......

H. D. La Coste In charge of 38 Park Row New York In Charge of Eastern Adv'ng Department

Texas is the greatest State in the Union. There are over 300,000 Baptists in Texas.

#### $\mathsf{THE}$ TEXAS **BAPTIST** STANDARD

is their chief denominational medium. The STANDARD has the largest circulation of any religious paper published in the Southern States.

The following affidavit proves that

IMCC: WACO, TEXAS. February 3, 1897.
TO WHOM IT MAY CONCERN:
This certifies that the smallest number of complete copies of the TEXAS BAPTIST STANDARD printed during any week of 1896 was 21,000.

J. B. CRANFILL. Proprietor.
(Seal.) T. M. HAMILTON, Pressman.
St. CLAIR LAWRENCE, Mailing Clerk. Subscribed and sworn to before me by J. B. Cranfill, T. M. Hamilton and St. Clair Lawrence, this 3rd day of February, 1897.

JNO. T. BATTLE, Notary Public, McLennan Co., Texas.

Advertising rates are reasonable. Write to the Texas Baptist Standard, Waco, Texas, for sample copy and rate card.

#### THE ONLY ENGLISH EVENING PAPER WHEELING

THE NEWS thoroughly covers the field: if it did not, other

Evening papers would come into existence in that city. The very fact of its occupying the afternoon field exclusively is proof positive of its commanding position and influence. Space in such a paper has a decided value.

We guarantee 7,500 circulation daily and Sunday.

8 PAGES DAILY ... 20 PAGES SUNDAY

Information as to advertising of the Home Office, or

38 Park Row, H. D. LA COSTE, Eastern Manager. NEW YORK.

### Houston Post

EVERY COPY of a paper issued, in a territory where the average person only takes one daily paper, is read thoroughly by the whole family and advertisers get results accordingly.

### Houston Post

is read in more homes than any other Texas paper, and you are not reaching the best people of the State if your ad is not in the Post.

Greatest guaranteed circulation in Texas, Daily, 10,372; Semi-Weekly, 19,734 each part

(Minimum average, 1896.)

No trouble to be convinced by proof if you will call on

The S. C. Beckwith Special Agency, NEW YORK AND CHICAGO.



with a circulation comprising only paid-in-advance subscriptions and copies handled by newsdealers. October circulation will exceed . . .

400,000 Copies. S. H. MOORE & CO.,

## September.

The next edition of the AMERICAN NEWSPAPER DIRECTORY, revised and corrected, will be issued September 1st. Price \$5, delivered carriage paid. The entire June edition has been sold.

For \$25, paid strictly in advance, advertisers or others may become subscribers for and members of the American Newspaper Directory's Confidential Information Bureau. The said subscription carries with it a right to receive (carriage paid) a copy of each quarterly issue of the American Newspaper Directory (4 vols. per year), also an annual subscription to Printers' Ink, a journal for advertisers (issued weekly), and the further right to ask for and receive at pleasure confidential reports concerning the circulation or character of any American newspaper credited with issuing regularly so many as 1,000 copies. Such confidential reports will be supplied to subscribers whenever called for.

For further information address

GEO. P. ROWELL & CO., Publishers of American Newspaper Directory and Printers' Ink, No. 10 Spruce Street, New York.

From the Chicago (III.) Daily News, August, 1880:

Mesers, Geo. P. Rowell & Co.'s American Nesspaper Directory has long since saraed the reputation of being the best of its character. It contains the results of patient, expensive and systematic effort to secure all attainable information of interest concerning American Newspapers. The work has been honestly done. This will not be questioned by any unprejudiced examiner. The most important question is circulation. In attempting to give his information the Editor of the Directory encounters his most difficult work. As a rule, newspaper publishers ile, directly or indirectly, concerning the circulations of their papers. It is the aim and necessity of the Directory to give the truth instead. The result of this discrence of purpose is inevitable—a great deal of criticism and abuse from publishers not held as the control of the Editor of the Directory. The attacks of the Editor of the Directory. The attacks of the Editor of the Directory is tacked by the Editor of the Directory. The attacks of the Editor of the Directory is the Editor of the Directory is unauccessful in affecting general confidence in the character of the work, and Geo. P. Rowell & Co.'s American Newspaper Directory is triday the dependence and guide, in a greater or less degree, of every large advertiser in the country.



\*\*\*\*\*



"TWAS in the newspaper and all the world now knows it."



To be in the

### NEW ORLEANS STATES

means to be very close to the homes and hearts of the entire population of that city.



The S. C. Beckwith Special Agency, NEW YORK and CHICAGO.









"Leading Exponent of the Best Thought of the South."



## The Atlanta Journal

Greatest guaranteed circulation of any daily newspaper in the U.S., morning or afternoon, south of Baltimore.

23,930 Daily

THE ATLANTA JOURNAL.

HOKE SMITH, President. H. H. CABANISS, Manager.



The S. C. Beckwith Special Agency

NEW YORK and CHICAGO.

++++++

The Great

**Educational Number** 

of the

## Brooklyn Daily Eagle

for 1897

will be issued

Sunday, Aug. 29.

Advertisements from Educational Institutions for this number must be received by August 25th.

#### Farm and Home. SPRINGFIELD, MASS., and CHICAGO, ILL. 250,000 Copies Each Issue Guaranteed Average Circulation! Eastern Edition & Western Edition Average Circulation Average Circulation 120,000 Copies! } 130,000 Copies! YOUR ADVERTISING SHOULD BE one of the things to demand your most careful attention. Look over your list and see if papers you are using ore best suited to your wants. Is your business with the farmer! If so, you ought to use the paper that reaches the farmer. THAT PAPER is FARM AND HOME. We will furnish you all detailed information by mail, if you will write us. ADVERTISING RATES +~~ for either Eastern or Western Edition, 80 cents per agate line each insertion. For both editions, \$1.50 per agate line each insertion. Discounts for large contracts made known on application. WHERE +~~~~ can you find a first-class medium on any better terms? Advertisers all over the country get the best of results. It is no experiment to use the columns of this paper. You are a winner every time. The Phelps Publishing Co., 27 Worthington St., 204 Dearborn St .. SPRINGFIELD, MASS. CHICAGO,ILL.

#### **A Careful Investigation**

Will convince every one that under the New Management

## CHICAGO DISPATCH

is one of the CLEANEST, BRIGHTEST and PRO-GRESSIVE Newspapers of the day.

OLD METHODS OLD POLICY

OLD IDEAS
OLD PRINCIPLES

HAVE BEEN OBLITERATED.

ITS AIM NOW IS TO PRINT

#### All the News that is Wholesome.

NOTHING MORE, NOTHING LESS.

ADVERTISERS will now find THE DISPATCH read in a great majority of the HOMES, OFFICES, BUSINESS HOUSES and FACTORIES, and on ALL the TRAINS and STREET CARS in and about CHICAGO.

Eastern Office: 517 TEMPLE COURT, New York. HOME OFFICE:

115-117 Fifth Avenue, CHICAGO.

The paper of character in Detroit is . . .

## The Detroit Free Press

The paper that reaches the purchasing classes of the Great Peninsula State, with its rich and varied resources. The oldest, brightest, cleanest and best paper in the State; it thoroughly covers the field. By the use of its columns you are bound to create a demand for your products, at a cost of less than one-third of a cent a line per thousand circulation, with discount off for space or time contract.

Average circulation for the first six months of the present year:

Daily,	-	-	-	36,323
Sunday,	-	-	-	47,331
Twice-a-Week,				100,495

For advertising rates, write to the Home Office, or to . . . .

R. A. CRAIG, 41 Times Building, New York City.

#### The Evening Post

Voluntary Testimony

Mr. Chas. F. Wingate,

Expert Sanitary Inspector.

119 Pearl Street, New York, June 25, 1897.

Publisher "Evening Post," New York:

Dear Sir—The accompanying figures of actual results from advertising my sanitary inspection work during the past nine months may interest you:

New York Sun, Cost \$40 Returns \$40

" " Herald " \$110 " \$200

Another N.Y. daily " \$100 " none

N. Y. Evening Post " \$56 " \$747

These were the results of a single insertion, and they demonstrate that "The Evening Post" is by far the most profitable medium that I have used. My experience with the Twilight Park advertising would confirm this statement.

Yours truly,

(Signed) CHAS. F. WINGATE.

## ATHER

During the summer months when you have a little spare time (and what advertiser hasn't had for the past four summers), go over your list of agricultural papers and see what results have been obtained. See if you are not using some papers that are of no value to you at all. Some whose circultural papers are successful to the second section of the sectio culation is entirely out of your field—some whose actual circulation is 50 per cent. less than claimed. You can't make your advertising profitable unless you use the right papers. One that can always be used with profitable results is the American Agriculturist Weekly.

This is the way it is divided:

#### A MERICAN GRICULTURIST NEW YORK.

Circulation,

**72,000** 

Covering the Middle and Southern States.



WESTERN EDITION,

Circulation, 57,000

> Covering the Central and Western States.



EASTERN EDITION. SPRINGFIELD, MASS. Circulation,

36,000

Covering the New England States.

These three papers cover the country thoroughly and our subscribers are the Progressive Farmers. Advertisers who want to reach certain sections can do it by using the edition best suited to their wants.

Rates cheerfully quoted on application to nearest office.

The Sworn Circulation is

165,000 ->>> EACH

Covers the whole Country or any part of it.

Orange Judd Company,

NEW YORK, 52 Lafayette Place. CHICAGO, Marquette Bldg.

SPRINGFIELD, MASS., 27 Worthington Street.





HERE are a few people in the city of Springfield, Ohio, who do not read the Republic-

Times, but the most of that few don't read at all. If the average Springfield citizen must take one of the other dailies, he always takes the Republic-Times, too, in order to get all the news. It's the only 8-page, only modern, only real daily newspaper in Springfield and Springfield's a mighty good town.

The Hosterman Pub. Co. SPRINGFIELD, OHIO.

PAPERS THAT PLEASE, PAY.



A night clerk in one of the well-known hotels of Central Connecticut states these interesting facts: "I was badly troubled with indigestion, biliousness and heartburn. On one or two occasions I've been standing behind this desk and would suddenly find myself toppling over and for a few seconds my mind would be a perfect blank—a sort of dizziness. At other times I've been walking along the street and would all of a sudden begin to stagger and I know some people thought I had a jag on, although I never drink any liquor whatever. It was a runner for a New York concern that first told me to try RIPANS TABULES, but they proved to be just the thing I needed and although I have not used fifty of them in all, my troubles from indigestion have vanished—completely."

A new style packet containing TEN RIPANS TABULES in a paper carton (without glass) is now for sale at some drug stores—ron TTY CENTS. This low-priced sort is intended for the poor and the economical. One dozen of the five-cent cartons (150 tablishs) can, be had by mail by sending fatty-eight cents to the EIPANS CHEMICAL COMPANY, No. 10 Spruce Street, New York—or a single carton (TENT TABULES) Will be sent for five cents.

#### Down in "Old Kaintuck"

YOU MUST GET IN

## THE LOUISVILLE DISPATCH

to be in the swim. Having a big field ready to be filled, THE DISPATCH began business with a larger circulation than some of its aged contemporaries now have. Its career has ever been upward and onward.

DAILY CIRCULATION 19,000,

which is pretty good for a Three-cent Morning Newspaper. Study our situation and view our growth, and you will concede that we have the finest Advertising Medium south of the Ohio River.

THE DISPATCH PUBLISHING CO.,
LOUISVILLE, KY.

### **Trying to Catch** My Trade!

Office of THE WEEKLY ITEM,

GLEN ROCK, Pa., July 1, 1897. P. I. JONSON, Esq., 8 Spruce Street, New York.

P. I. JONSON, Esq., 8 Spruce Street, New York.

DEAR SIR—Please send me the following order, and find check inclosed to pay for same. Ship by Pennsylvania Railroad freight; 50 lbs. News; 1 lb. Wilson's Extra Fine Cut; 3 lb. can Wilson's Raven Black; 10 lb. can Wilson's Book and Cut. Total, \$5.75.

Here is a little information for you, just to show how your ink makers are doing business. Some months ago I received a circular letter from the Wilson Company, offering to sell me the same inks they were making for you at the same prices, and offered to charge same on account, the same as I buy of everybody else except yourself. I had frequently bought of that company previous to your advent, and, when I needed some goods last week, sent them an order, of which this is a duplicate (except the check part), and, notwithstanding the fact that I referred to Dun's, the First National Bank of this place, and the Damon and Peets Co., of 44 Beekman Street, New York City, in a few days I received a letter demanding cash in advance, because, as they said, I had not asked for or received credit before! How is that for an excuse? I was not only surprised but indignant, and, of course, declined to send the check. You are the only party with whom I do business that gets a check before I get the goods, and I find no difficulty in getting anything I want. It is an easily ascertainable fact that I am able to and do pay for everything I buy promptly, and that during my twelve years in business I have never even had a draft sent against me for collection. It looks to me like a scheme on the part of the Wilsons to injure you and get your business away from you. They catch their man by offering credit, and then demand cash before shipping the goods; in many cases the party will send check to save the trouble of making out another order. The plan did not work with me, however; I told them plainly that you were the only party with whom I deal in that way.

Begging your pardon for consuming so much of your time, and trusting to receive the

P. W. HARTWELL

Since I started in the ink business, a little over three years ago, I have received nearly thirty-five thousand (35,000) orders, every one accompanied by the cash, and I defy any one to prove a single instance where I have not lived up to my agreement. I do not offer credit and then demand cash before shipping the goods. I guarantee my inks to be satisfactory, and, if they are not found as represented, I am always glad to buy them back and stand all freight or express charges. My News Ink is the best in the world and is sold in 25-lb. kegs at 6 cents a pound; or in 500-lb. barrels at 4 cents a pound. My Job Inks are the finest ever produced by the art of man, and are sold in 1/4-lb. cans at 25 cents a can, with the exception of Carmines, Bronze Reds and Fine Purples. For these I charge 50 cents a 1/4-lb. can. If packed in 1/4-lb. tubes the cost is 5 cents extra for each tube. Send for my price list. Address

#### Printers Ink Jonson

8 Spruce Street, New York

#### GET IN OUT OF THE WET SEE HOW TO FOR

ELMIRA TELEGRAM
COVERS
NEW YORK AND PENNSYLVANIA

	→ NE	W	YORK.	+	
Attica	70 Corning 1	,400	Kirkwood	75 Painted Post	140
Albion	140 Curtis	40	Kanon	55 Pine Valley.	30
Avon	210 Cameron	40	Lancaster	40 Rochester 2	,000
Avoca	90 Cameron M's	40	Limestone	50 Randolph	60 25
Adrian	25 Canisteo	240	Litchfield St	15 Richford	35
Alfred	55 Cohocton	70	Locke	25 Romulus	30
Allegany	70 Cortland	510	Lockport	600 Rathbonev's 125 Silver Creek	30
Almond	50 Cuba	175	Lyons		90
Andover	100 Campville	70	Lisle	30 Smithboro	28 35
Arkport	70 Dalton	25 25	Lindley	25 Suspens'n B.	600
Auburn	510 Dayton	70	Medina	160 Syracuse	35
Addison	270 Dryden	300	Marathon	80 Spencerport,	25
Batavia	75 Dansville		Middlepowt	30 Springwater,	150
Baldwinsv'e.	30 Dunkirk	215	Middleport., Moravia	40 Salamanca	60
Barton	35 Dresden	190	Moreland	70 Savona 25 Spencer	50
Beaver Dams	60 Dundee	125	Middleport.		40
Belvidere	30 Deposit	30	Mt. Morris.	25 Scio 210 Seely Creek.	40
Brocton	135 Elmira City,		Manchester.	30 Swartwood.	40
Brockport	90 Erin	25	Middletown.	300 Tioga Center	30
Belmont 1	300 Fairport	40	Mt. Morris.	80 Tonawanda	90
Burne	40 Friendship	75	Millport	45 Trumansb's.	125
Burns	490 Glenora	25	Newark	35 Union	110
Big Flats	75 Goshen	100	Newfield	40 Varna	30
Bloods	50 Gowanda	30	Niagara F's.	50 Victor	35
Breesport	280 Groton	150	Nichols	40 Vestal	25
Binghame'n	3,600 Gulf Summit	301	Nunda	60 VanEttenv'e	90
Callicoon	40 Greene	70	Newark	60 Wayland	80
Canaseraga	50 Geneva	500	Newark Val.	50 Wellsville	450
Candor	65 Homer	150	New Milford	50 Woodhull	120
Carrollton	25 Hornellsv'e	1,600	Norwich	225 Wayland	90
Cayuga	25 Hamm'dsp't.	110	Olean	900 Whitney's Pt	50
Chapinsville	25 Hancock	45	Owero	700 Wallace	40
Chester	40 Harford	25	Oxford	60 Watkins	525
Clifton Sp've	40 Himrods	30	Penn Yan	650 Waverly	925
Canandaigua	510 Havana	140	Perkinsville.	25 Wellsburg	90
Campbell	30 Horseheads	300	Peruville	25 Warsaw	100
Chemung	120 Ithaca	1.250	Phelps	55 Warwick	55
Coopers	30 Jamestown	800	Port Jervis	350 Westfield	30

*PENNSY			LVANIA.*			
Archbald Arnot Arnot Arnot Bethlehe Bradford Corry Carbondale Lark's Sum. Lanton Covington Z, Stroudsb'g Cikland Eimer	125 Hop Bottom. 75 Inkerman 400 Jernyn 60 Kendall Ck, 500 Knoxville 150 Laceyville 150 Laceyville 95 Lanesboro 95 Lanesboro 95 Lawrencev'e 75 Meadville 60 Mehoopany. 25 Moscow	25 70 110 60 35 40 70 25 40 57 25 40 57 25 40 57 25 40 57 25 40 57 40 57 57 57 57 57 57 57 57 57 57 57 57 57	Mansfield	150 Sunbury 25 Susquehan'a 75 Sayre 45 Sheshequin 30 Stokesdale 55 Titusville 30 Tobyhann'a 30 Tunkhann'a 40 Tloga 40 Tloga 60 Troy 00 Williamsp't 30 Wilkesbarres 45 Wellsboro	275	
lenburn	60 Mauch Ch'k,	100	Ridgebury5.9	90 Westfield	60	

A. F. RICHARDSON, Eribune Bldg. New York City.

Chamber of Commerce, Chicago. Red Lion Court, Fleet St., London

#### CIRCULATION

In New York and Pennsylvania, exceeding 55,000 In other States and Canada, 30,000

#### Real Elevated Railroad Advertising

Is exemplified in the cars of the

### Brooklyn "L"

Because we give a card (16 x 24) which the length of the cars require in order to get appropriate display. We are the pioneers in real L advertising and our cars are not only the best in appearance and display that bring results, but we propose they

Always Shall Be!

Geo. Kissam & Co. 35 Sands St., Brooklyn.



#### "Can't Help Reading Street Car Cards,"

Says everybody who rides in the Street Cars.

You can vouch for this yourself.

There they are, staring you in the face. Who can deny that they are good advertising?

If you want to know more, write us.

Geo. Kissam & Co.
253 Broadway, New York.



has one of the finest systems of Street Cars (all ELECTRIC) in America. The city itself is

one of the most thriving, prosperous and enterprising in the United States. A card in the ...

### Street Cars

gets a daily circulation of 120,000 paying passengers, who can read and digest your ad at leisure.

#### HOW CAN YOU BEAT IT?

GEORGE KISSAM & CO.

378 Main Street. Buffalo, N. Y.

# The Daily Papers

are increasing in acculation, they are the favorite mediums, they go everywhere, overlapping the local weeklies and giving prompter returns.

This is a good time to use them for special advertising of the bargain sales sort to bring in the nimble pennies. The harvests are ripe and abundant, money will circulate freely and you have something which you ought to sell now.

Let us prepare a neat advertisement for you and place it in papers of the right sort, where it will do you the most good and do it quickly.

The Geo. P. Rowell Advertising Co.

10 Spruce Street, New York